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BROADCASTING

combined with

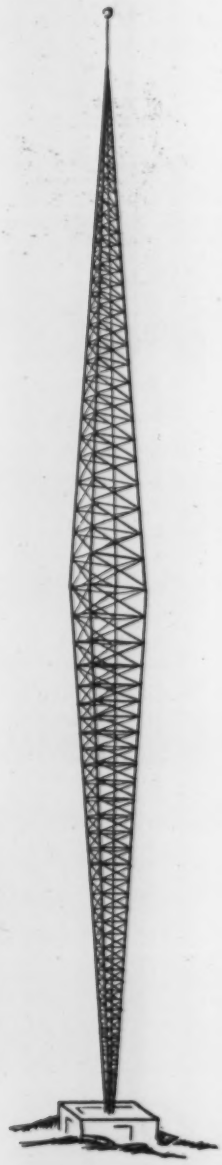
Broadcast Advertising

Published Semi-Monthly | Vol. 5 No. 12 | WASHINGTON, D. C. DECEMBER 15, 1933

Canada and Foreign $4.00 the Year | $3.00 the Year 15c the Copy

WSM, Nashville,

MAKES A MIGHTY GRAND CHRISTMAS PRESENT FOR THE SALES DEPARTMENT



Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY
Nashville, Tenn.

Exclusive National Representatives
EDWARD PETRY AND COMPANY
New York Detroit Chicago
Atlanta San Francisco

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Member of the "Center of Population" Group

MAKE UP HER

WABC
NEW YORK

WBBM
CHICAGO

WKRC
CINCINNATI

WJSV
WASHINGTON

WBT
CHARLOTTE

KMOX
ST. LOUIS

WCCO
MINNEAPOLIS-ST. PAUL

WPG
ATLANTIC CITY

DON LEE
CALIFORNIA STATIONS

Ladies in waiting—millions of them... waiting for your program. Only radio can sell them your cosmetics while they're using cosmetics. Only radio can sell soaps, foods, utensils or beverages into the marketing lists they write, while they listen

RMIND

WHILE SHE MAKES UP HER FACE

Use "Radio Sales" stations to make up her mind about your product—AT THE POINT OF USE

Radio sells your product at the point of USE . . . puts it on TODAY'S shopping list. And only "Radio Sales" stations deliver you the maximum audience (millions more, by audited count) in 11 major markets.

Before she leaves on her shopping for the day, your message helps her decide whether the cosmetics now on her dresser will be replaced with the same brand—or another.

In the boudoir . . . in the kitchen . . . and in the living-room, afternoon and morning, she listens to "Radio Sales" stations. Your message will get to her at the time she needs your product.

Whether you want to defend or expand your markets, "Radio Sales" stations will do it, at a lower cost per actual customer than any other medium, in or out of radio. These stations are major outlets of the Columbia Broadcasting System—dominating (by actual measurements) larger and more friendly audiences.

And only Columbia stations enable you to buy time on the sound basis of accurate, basic data. Ask us to show you complete figures on the size and location of the audience you will reach, its buying power and buying habits and its radio station preferences.

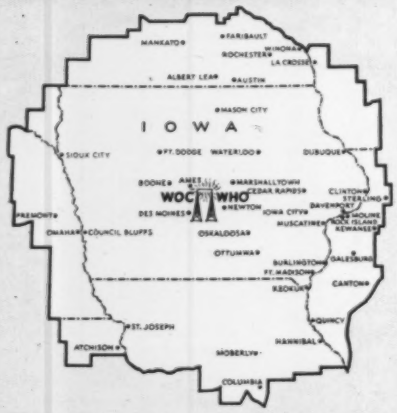
MEASURED DOMINANCE IN MAJOR MARKETS

485 MADISON AVENUE, NEW YORK • Plaza 3-2520
410 N. MICHIGAN AVENUE, CHICAGO • Whitehall 6000

RADIO SALES INC.

WHERE YOU'VE GOT GROUND TO COVER

YOU NEED POWER



"GROUND TO COVER"—In contrast to many territories, Iowa has never concentrated its consumers in one or two large cities. To sell Iowa, you must reach scores of cities, and hundreds of small towns. The primary day-time service area of WOC-WHO, shown on the map, includes forty-three cities over 10,000. With 50,000 watts, WOC-WHO gives you the coverage necessary to do a good selling job.

WOC-WHO

FULL-TIME, CLEARED-CHANNEL

50,000 WATTS

Where Spot Broadcasting Pays

COSTS money to take football off the wire from Ann Arbor, or Lafayette, and then shoot it over the air from Des Moines? It certainly does.

Expensive to send announcers and engineers to Iowa City and Minneapolis—and pipe the play-by-play to WOC-WHO's transmitter at Des Moines? It seems so—

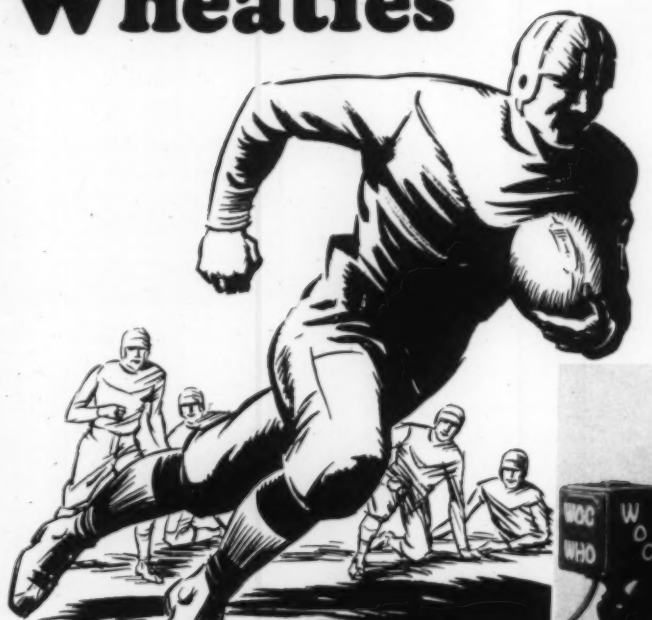
BUT IT ISN'T EXPENSIVE—not when you take into consideration that you're talking to a potential audience of over four million in WOC-WHO's primary area, to disregard what lies beyond.

In short, to make spot broadcasting pay, you've got to pay for a program good enough to get listeners—and then put it on the air through facilities reaching enough listeners so that you get your money back—and then some.

That's what spot broadcasters are doing over WOC-WHO.

NRA MEMBER U.S. WE DO OUR PART

TOUCHDOWN for Wheaties



AT THE "MIKE"—Dutch Reagen, WOC-WHO sports announcer, whose play-by-play reports of Big Ten football are considered the most colorful in the mid-west.

General Mills' Football Broadcasts roll up many sales touchdowns with WOC-WHO carrying the ball

FOOTBALL is over for 1933—but in Iowa and surrounding territory covered by WOC-WHO, the sale of Wheaties continues to make consistent gains.

Power for these gains comes from WOC-WHO's play-by-play broadcasts of Big Ten football, sponsored by General Mills during the past season. PLUS the six-day a week broadcasting of "Jack Armstrong, the All-American Boy." PLUS the daily play-by-play coverage of Cubs' and Sox' games, sponsored by General Mills this past summer.

From fourteen states, mail response to these broadcasts proves the wide range of dependable service furnished Iowa and the midwest, even in day-time, by WOC-WHO's 50,000-watt transmitter.

Football is over until next year—but WOC-WHO has plenty of good program material ready to run profitable interference for your sales message. By phone, our signal is 3-3251.

P. S.—Corn-bonus and hog-benefits are putting $36,280,000 extra cash into Iowa this winter. If you're looking for business, look here.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Sales Mgr. Phone 3-3251, Des Moines

CHICAGO: Free & Sleininger, 180 N. Michigan Ave., Phone FRA 6373

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XUM

BROADCASTING
and
Broadcast Advertising

VOL. 5 No. 12 WASHINGTON, D. C. DECEMBER 15, 1933 $3.00 PER YEAR—15c A COPY

Congress Will Get Rewritten Tugwell Bill

By SOL TAISHOFF

Copeland Admits Need for Changes After Senate Hearing; Opposition to Advertising Curbs Overwhelming

A THOROUGHLY revamped bill, stripped of provisions which would interfere with the sale and advertising of bona fide foods, drugs and cosmetics, is expected to be presented to Congress as a result of strong opposition to the proposed Tugwell-Copeland measure presented before a subcommittee of the Senate Commerce Committee Dec. 7 and 8.

Following the hearings, during which two score witnesses testified, Senator Copeland (D.), New York, admitted that the measure could not be enacted in the form proposed by the Department of Agriculture. The overwhelming testimony against certain provisions of the bill, particularly those relating to advertising, he asserted, make sweeping changes in the bill essential. Other committee members concur in the view that the proposed bill requires sweeping modification.

Won't Revise 1906 Act

DESPITE numerous demands that the proposed legislation be killed and that the existing Food and Drugs law, enacted in 1906, be amended to meet modern administrative needs, Senator Copeland said he was opposed to this course and would seek to have the pending bill revised. He said he probably would call a meeting of his subcommittee, comprising Senators McNary (R.), Oregon, and Caraway (D.), Arkansas., before Dec. 20, and prepare a report for the full Commerce Committee as expeditiously as possible. He said quick action will be sought in Congress, which convenes Jan. 3.

A dozen witnesses protested against the advertising provisions in the measure, commonly called the Tugwell Bill but which the Department of Agriculture prefers to label the Copeland Bill. They objected primarily to use of the phrase "misleading impression" in the definition of advertising, contending it was so broad as to be unlimited in its application. The bill, in toto, was characterized by opponents as "grotesque," "bureaucratic" and "vicious" and was said to oppose the spirit and intent of NRA.

So strong was this opposition testimony that administration supporters of the measure sent a call for help to NRA and to the Labor Department just before the hearing closed Dec. 8. A Consumers' Board representative of NRA denied the bill conflicted with the recovery drive, and an attorney for the Labor Department refuted allegations that the measure, if adopted in its present form, would aggravate unemployment.

Food interests asked to be excluded from the provisions of the Tugwell bill entirely and sought separate legislation. Cosmetic representatives made an excellent case for themselves, although the result they sought—elimination from the legislation—apparently will not be achieved. Patent medicine manufacturers, most vigorous opponents of the measure, for the most part sought amendments of the existing law rather than enactment of the Tugwell bill.

In behalf of the broadcasting industry, James W. Baldwin, appearing as a representative of the legislative committee of the NAB, submitted a written brief to the committee Dec. 7, outlining four specific objections to the measure relating to advertising and administrative provisions. The brief, which is published in full on page 40, was submitted in line with the action of the NAB annual convention last fall opposing the measure unless it is sweepingly amended. Henry A. Bellows, Washington vice president of CBS and chairman of the NAB legislative committee, attended the hearing.

The first Congressional repercussion to the hearings was the demand of Rep. Mead (D.), New York, for an inquiry into the activities of the Department of Agriculture in connection with the bill. In a letter to Chairman Reyburn (D.), Texas, of the House Commerce Committee, which probably will take charge of the food and drug proposal in the House, the New York member charged that Rexford Guy Tugwell, Assistant Secretary of Agriculture, and other officials, "were touring the country to stir up public opinion behind the bill." He asked that steps be taken to restrain their activity.

As BROADCASTING went to press, no definite arrangements had been made for hearings on the Tugwell bill by a House committee. Rep. Sirovich (D.), New York, who introduced the measure in the House last session, and who also introduced a companion bill which is far less comprehensive, declared he

Roosevelt Studying Sweeping Radio-Wire Control . . .

ACTION of paramount importance affecting all aspects of communications, including regulation of broadcasting, is contemplated by President Roosevelt.

The President has before him the confidential report of the interdepartmental committee on communications, headed by Secretary of Commerce Roper, which is understood to urge consolidation of all communications activities under a single governmental agency, and strict government regulation of all communication facilities now in private hands. It is believed that broadcasting would not be affected except as to regulation by whatever new agency is created.

The Forgotten Child

IT IS THE belief of the President that in the development of communications radio has been something of a forgotten child. He holds this view both as to broadcasting and communications. His attitude toward broadcasting always has been friendly.

In informed circles, other than the White House, it was learned that the interdepartmental committee's report contemplates an independent Commission on Communications, presided over by a judicial board of five members. It would call for the appointment of a general director of communications who would be the actual executive and administrative officer and from whom appeals could be taken to the appelate board. Appeals from this communications commission, it is felt, should be directly to the U. S. Supreme Court.

Under the general director would be directors for various branches of communications. Presumably there would be a director for broadcasting, one for internal wire and radio and a third for external wire, radio and cables. The new board would absorb the functions of all existing governmental agencies dealing with communications, including the Radio Commission, which, as such, would be dissolved.

At a press conference Dec. 13, following indication of the President's views, Secretary Roper declined to make public the full report until definite policy as to legislation is formulated. It is thought, therefore, that President Roosevelt will include the whole subject of communications in his message to Congress Jan. 3. Secretary Roper stated the committee's report is a study of the necessity for a more definite national policy on communications, "supervised by a commmission or by a Federal departmental unit." The Commission idea, however, was favored by the committee's majority.

The President himself has not yet formed an opinion as to what legislative steps should be taken. Most important in the interdepartmental committee's deliberations has been the matter of external communications (cable and wireless to foreign countries) from the standpoints of national defense and economic safety. The biggest question is whether there should be a unification of such communications under a private monopoly, strictly regulated.

Three courses, it is stated on unquestioned authority, seem to be open: (1) To let things drift, (2) To allow monopolies under strict regulation, or (3) government ownership. The tendency in administration circles seems to be to recommend the second course so far as external communications are concerned.

The interdepartmental committee's report, said to be in tentative

(*Continued on page 39*)

had arranged tentative hearings to begin Jan. 5 before the Patents Committee of which he is chairman. These hearings, however, would be on his own measure (H. R. 6118) which provides that patent medicines and cosmetics carry trade-marks bearing the approval of the department.

Wallace Claims Support

PROTRACTED testimony in support of the bill was given by Walter G. Campbell, director of the Food & Drug Administration. He paraded the famed "chamber of horrors" before the committee. Secretary of Agriculture Wallace, who preceded him, asserted that reputable publishers and owners of advertising media supported the measure. Others supporting the bill included several college professors and a number of representatives of women's organizations.

An exciting episode developed just before the hearings closed when Arthur Kallet, secretary of the Consumers' Research Council, an organization which he claimed serves 50,000 consumers, demanded that the hearings be "reconvened under a new committee and an unquestionably impartial chairman" because Senator Copeland is receiving pay for broadcasting on the Fleischmann's Yeast program over NBC.

Mr. Kallet, co-author of the novel "100,000,000 Guinea Pigs," opened his remarks by saying he believed it was impossible for the consumers to receive a fair deal in the committee's deliberations when the chairman "is receiving pay for broadcasting in behalf of a nationally advertised product, the claims for which will be adversely affected as being untrue and misleading under the terms of the pending legislation."

Copeland Ignores Charge

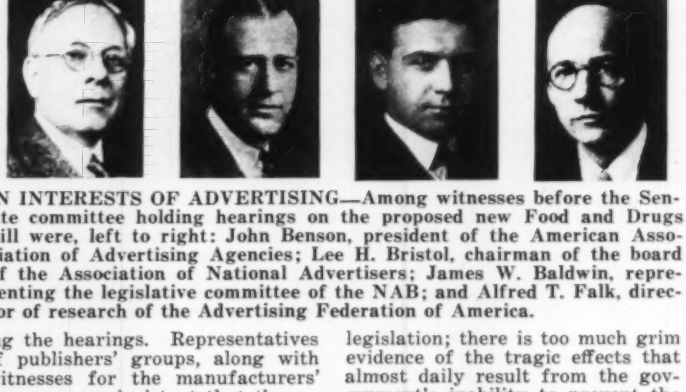
THESE BROADCASTS, he charged, were started after the introduction by Senator Copeland of the food and drugs bill. "In view of this commercial activity for a concern which will be affected by the pending legislation," Mr. Kallet concluded, "we protest on behalf of the consumers for whose protection this bill was drawn, and we request that the hearings be reconvened under a new committee and an unquestionably impartial chairman."

After F. J. Schlink, technical director of the same organization, had endorsed Kallet's remarks, Senator Copeland expressed his thanks for their testimony. He told newspapermen he would ignore the remarks and the handling of the legislation would proceed as scheduled.

Prof. Tugwell, the man principally responsible for the measure, did not testify at all although he was present during most of the hearing. The department's case was left in the hands of Secretary Wallace, Mr. Campbell, and Prof. David F. Cavers of Duke University, another member of the "brain trust," who concluded the hearing in an effort to offset criticism of the measure.

Aside from the introduction of the NAB brief, radio advertising received only cursory mention during the hearings. Representatives of publishers' groups, along with witnesses for the manufacturers' groups, were insistent that the restrictive advertising provisions of the bill be altered. Cosmetic and drug manufacturers indicated that they were forced to go to extremes in advertising appropriations because of the competitive advertising of "disreputable" competitors, but they did not criticize advertising as a whole.

Appear at Hearing on the Tugwell Bill



IN INTERESTS OF ADVERTISING—Among witnesses before the Senate committee holding hearings on the proposed new Food and Drugs bill were, left to right: John Benson, president of the American Association of Advertising Agencies; Lee H. Bristol, chairman of the board of the Association of National Advertisers; James W. Baldwin, representing the legislative committee of the NAB; and Alfred T. Falk, director of research of the Advertising Federation of America.

Practically all witnesses, even those in opposition, opened their remarks with endorsements of the "underlying principles" of the bill —the elimination of the quack and the charlatan in the foods, drugs and cosmetics fields, but they opposed the stringency of the Tugwell proposal, and, in the main, favored amendment of the existing law. Vesting of absolute power in the Secretary of Agriculture, rather than in the courts, was vigorously opposed.

As the first witness, before a committee room crowded to capacity by some 400 observers and witnesses, Secretary Wallace opened the hearing. He said the present food and drugs law, enacted in 1906, is antiquated and that present-day conditions in the food and drug businesses are very different from what they were a quarter of a century ago.

Points to Economic Changes

"THERE IS a greatly increased traffic in foods and drugs today as compared with 1906," he said. The cosmetic industry has become of first importance, whereas when the present law was written the cosmetic industry was in its infancy. The effectiveness with which a worthless or dangerous product can be sold today through modern advertising methods was not an acute problem in 1906. New narcotic and habit-forming drugs have appeared on the market. Totally new food constituents and important nutrition elements like the vitamins have been discovered.

"These developments call for new methods of control. Then, too, during the past 27 years of enforcement, officials have had driven home to them many weaknesses and loopholes in the present law. For example, the necessity of the government's proving that a drug product is both falsely and fraudulently represented has proved a great hindrance to effective enforcement.

"I doubt that anyone will wish to appear before this committee in defense of the many abuses which cannot be remedied under existing legislation; there is too much grim evidence of the tragic effects that almost daily result from the government's inability to prevent the shipment and sale of dangerous and worthless products."

Proposed Changes

SECRETARY WALLACE emphasized consumer protection in his prepared statement. In addition to preserving the worthy features of the present law, the bill proposes a number of changes in enforcement and policies, he declared. He enumerated these as follows:

Cosmetics are brought within the scope of the statute.

Mechanical devices, offered for curative purposes, and devices and preparations claimed to bring about changes in the structure of the body are included within the purview of the bill.

False advertising of foods, drugs, and cosmetics is prohibited.

Definitely informative labeling is required.

A drug which is, or may be, dangerous to health under the conditions of use prescribed in its labeling is classed as adulterated.

The promulgation of definitions and standards for foods, which will have the force and effect of law, subject, of course, to court review, is prescribed.

The prohibition of added poisons in foods or the establishment of safe tolerances therefor is provided for.

The operation of factories under federal permit is prescribed where protection of the public health cannot otherwise be effected.

More effective methods for the control of false labeling and advertising of drug products are provided.

More severe penalties, as well as injunctions in the case of repeated offenses, are prescribed.

No Protests, Says Wallace

SECRETARY WALLACE went on to say that while the department has received thousands of letters since the introduction of the bill during the closing days of the last session, it had not received a single communication disagreeing with the intent of the measure. He endorsed the bill from every standpoint.

After reading his prepared statement, Secretary Wallace said it was his observation as a publisher that the broader-minded advertising and publishing executives would favor having standards set up to prevent fraudulent advertising. These publishers, he asserted, take the view that so much purchasing power centers around a given publication that if it is "soaked up" by harmful products there is that much less money to be spent for things worth while.

Asserting that there has been "chiseling" in advertising, he said that, while he could not appear as a spokesman for publishers, they would stand on the broad principle that advertising should be safeguarded against the fraudulent manufacturer.

Campbell Chief Witness

AS THE principal witness for the bill, Mr. Campbell occupied the stand almost all of the first day. He analyzed the measure paragraph by paragraph and punctuated his remarks with "exhibits" ranging from nostrums for minor ailments to quack tuberculosis cures. Fake bottles and containers, which give the consumer the impression that he is getting a far greater quantity of foodstuffs than the container holds, were exhibited along with pictures of the effects of dangerous eye lash dyes and dipilatories.

Mr. Campbell declared that passage of the proposed bill is absolutely necessary to end fraud upon the public and to safeguard it against the sale and advertising of harmful drugs and cosmetics.

The measure, he said, would authorize the department to establish tolerances for foods, drugs and insecticides. It is based upon the best scientific opinions of those who speak with authority on these technical matters, he added. The objective of the measure, he asserted, is consumer protection. He recited a large number of fraudulent and even dangerous products that have been and are being sold, and he said no punitive power now is vested in the department.

McNary Makes Objection

SENATOR McNARY objected to the provision in the bill placing the burden upon the manufacturer to establish his innocence in court. He said this was a complete reversal of present legal procedure wherein the government must carry the burden of proof. The Senator caustically referred to the provisions in the bill for appeals to the "professors" who drafted it. "We will take that up in executive session," he concluded.

Mr. Campbell said the department desired a provision to prohibit deleterious ingredients in foods and that he did not know how to "work the law" in any other way. He admitted that the bill, as written, was so broad that it was found that chewing gum would have been outlawed under one provision which would ban non-nutritive substances. An amendment to the bill to rectify this was offered.

The proposed misbranding clause, Mr. Campbell said, would outlaw deception on labels, either by ambiguity or deception. This also would apply to advertising. Chairman Copeland interposed that many objections had been made to this provision, particularly as to advertising, and suggested new language which would meet these complaints.

Raps Patent Medicines

ON THE QUESTION of misbranding of drugs, Mr. Campbell said that patent medicines are of no value whatever in the treatment of a disease. He pointed out that the bill would make it mandatory for patent medicine manufacturers to label their products clearly so as to state that they are not cures but merely palliatives.

Nostrums advertised in newspa-

pers and over the radio, he declared, constitute a very serious phase of the abuses at which the bill is aimed. He said the bill does not contemplate "destruction" of advertising but simply would impose restrictions. The measure, he insisted, would "make self-medication safe."

Vendors' claims are "sheer nonsense," Mr. Campbell declared. He discounted statements that manufacturers would be forced to divulge "trade secrets" when they state on the labels of their products the ingredients used. He said that manufacturing technique in the combining of the ingredients, rather than the disclosure of the ingredients, might be objectionable.

Denies Censorship Aim

"UNDER the bill there would be no objection to the declaration of any truthful statement by the manufacturer in his advertising," Mr. Campbell said in reply to a question by Chairman Copeland. "Proposals to include in the bill provisions to cover advertising does not contemplate censorship. No official would be set up to make a determination whether or not such advertising is true.

"The only thing the bill would do would be to enjoin the use of fraudulent advertising. There is nothing vicious about it. We would not protect the public unless those provisions relating to labels are extended to advertising.

"The proposal now is to extend to advertising the beneficial provisions of this act. Whether advertising is or is not false would be determined in every instance by the courts. The manufacturer would be required to take the same precautions as to truth in his advertising as he does on his labels."

Mr. Campbell said that "trade puffing" would not be affected. The purpose of the bill and certainly its practical effect, he declared, "will fall to the ground" unless it is extended to advertising.

"Inference" Explained

ANSWERING representatives of advertising media who claimed manufacturers would not advertise if the bill were adopted in its present form, Mr. Campbell admitted that advertising must be used to sell products effectively. He insisted that there be "at least that character of truth in advertising of foods and drug products that has not been characterized in the past."

In a discussion which followed a definition of the word "inference" was sought by Senator McNary. Mr. Campbell, seeking to assuage opponents of the advertising provisions, declared that only a "reasonably intelligent" view would be accepted as a criterion on this and that the department would procure interpretations from a cross-section of people. He said that in many cases advertising claims literally are true but inferences are misleading, such as those used in advertising nostrums for incurable diseases.

The bill, under Section 9, defines a false advertisement: "An advertisement of a food, drug, or cosmetic shall be deemed to be false if in any particular it is untrue, or by ambiguity or inference creates a misleading impression regarding such food, drug or cosmetic." Senator Copeland suggested insertion of the word "material" before "particular," as a means of meeting objections.

Mr. Campbell left the stand with no agreement reached as to revision of the advertising definition or other clauses of the measure relating to advertising.

Professors Testify

APPEARING in support of the measure on the opening day were a trio of college professors. These were Prof. Yandell Henderson, Yale; Prof. Allan Freeman, Johns Hopkins, and Dr. Haven Emerson, Columbia, who represented also the American Public Health Association. Prof. Henderson urged that the bill be expanded to embrace jurisdiction over the entire field of the American home. Such products as cleansers, roach powders and the like should be included, he said. W. C. Roberts, of the American Federation of Labor, testified briefly in behalf of the measure.

First of the opponents of the measure to testify was Dr. J. H. Beal, of Florida, chairman of the legislative committee of the National Drug Trade Conference, a body composed of nine organizations in the drug industry. Dr. Beal said he hoped radio advertising would be eliminated entirely.

Dr. Beal expressed the belief that the 1906 law is preferable to the pending bill, which, he said, would give the people what the Secretary of Agriculture thinks may be good for them rather than what they want. He attacked the measure from every angle, declaring it is so ambiguous that the manufacturer could not understand his obligations under it. He said it was a skeleton bill, leaving large gaps to be filled with definitions and regulations by the Secretary of Agriculture. Its passage would bring constant turmoil in the next 5 or 6 years, he predicted in advocating that the present law be amended to cover periodicals and radio advertising without rewriting the entire law.

Many Briefs Filed

TO EXPEDITE the hearings, a score of organizations were given leave to file written briefs with the committee. In addition to the NAB, among those which took advantage of this opportunity were the Advertising Federation of America, the American Medical Association, American Drug Manufacturing Association, American Social Hygiene Association, National Apple Association, Associated Manufacturers of Toilet Articles, Pacific Coast Fruit Growers and a group of chemical, cosmetic and food manufacturers.

In behalf of the Advertising Federation of America, Alfred T. Falk, director of research and education, submitted a brief approving the objects of the bill as one which would further the "truth in advertising movement" but deploring the ambiguity of the advertising provisions. He said in part:

"Speaking only of such portions of this bill as affect advertising, we see a number of flaws in drafting the individual provisions. These defects are so serious that we are inclined to question whether the bill in its present form does not contain greater possibilities for harm than for good. But rather than oppose the passage of a bill under this title, we submit that a number of modifications are necessary. Because of its wide general membership, including persons in all phases of business, the Advertising Federation is in position to approach the matter from the angle of the consumer and small retailer, as well as that of the publisher and the national manufacturer.

Section 9 Vague

"REFERRING specifically to Section 9 of the bill covering false advertising, we find that the provisions are so vague and sweeping that hardly any advertiser may know positively whether his advertising is within the law. Besides being extremely indefinite, this section of the bill provides that an advertiser may be severely punished for honestly and frankly stating a complete truth, a situation which should never be possible in an intelligently drafted law.

"I shall take up the individual paragraphs. Paragraph (a) contains the exceedingly vague language which makes an advertisement false if in any particular whatsoever it, by ambiguity or inference, creates a misleading impression. The objectionable nature of this language is so obvious that I hardly need to point out what is wrong with it. For the sake of brevity in this presentation, I merely offer a substitute. I recommend that Paragraph (a) of Section 9 be revised to read as follows:

> An advertisement of a food, drug, or cosmetic shall be deemed to be false if in any *material* particular it is untrue *or deceptive.*

"To my mind, this seems to cover the matter entirely. However, any other language equally definite would be satisfactory.

"In Paragraph (b), Clause (1) contains a provision which will require that the advertisements of many well known and beneficial remedies must carry the words 'not a cure' with equal prominence and in immediate connection with the name of the disease for which it is a palliative for. Though the drug itself be generally recommended by physicians everywhere for use in connection with such disease, the manufacturer of this remedy is by

(*Continued on page 20*)

FOOTBALL FOR FEMININE FANS—Brad Robinson, WCCO announcer and ex-grid star, is shown broadcasting a sports series "for women only" from the Kappa Alpha Theta House at the University of Minnesota. Series proved definitely that women like a certain type of sports broadcast, and other sports will be handled in a similar manner in their seasons.

APPROXIMATELY 1,000 women in Minnesota and the surrounding states submitted their ideas of an All-Big Ten Conference football team to WCCO, Minneapolis. They picked their all-star teams as a result of a contest which WCCO conducted in connection with the sports broadcast "for women only" which that station conducted during the football season.

This feminine sports review was put on the air at 11:15 a. m., Mondays and Fridays, by Brad Robinson, All-Conference end at the University of Minnesota in 1932 and captain of the basketball team in 1933, who, with Joe Boland, former Notre Dame All-American, handles the various sport broadcasts put on by WCCO.

Women Liked It

BELIEVING that many women in the radio audience would like to know a few of the technicalities about football and the personalities of the players, Robinson prepared a sports broadcast solely for women. In these he explained briefly the rules governing scoring and the more essential points of the play. He gave brief biographies of some of the outstanding players in the Big Ten, told how old the boys were, what they studied, what they liked to eat, what kind of clothes they wore, etc.

The response was immediate and enthusiastic. Women began asking for more details concerning the game and about various players. One letter from a youngster 12 years old thanked Robinson for his broadcasts. The writer stated that until his mother heard him, she had refused to let him play football, but now she had become a fan and he was a member of his school team.

They Pick All-Stars

ABOUT the middle of November, Robinson invited his listeners to send in their ideas of an All-Conference team. He stated that the woman picking a team most similar to the one selected by him would be given a football autographed by all the members of the undefeated University of Minnesota team. To the embarrassment of Robinson, five picked exactly the same team he had selected, and eleven others missed on only one position. As a result, WCCO had to buy four more footballs and the University of Minnesota squad is busy with autographing.

So successful has been the broadcast that Earl H. Gammons, manager of WCCO, announced it would be continued, with Robinson discussing basketball, hockey and other sports in season.

XUM

October Radio Revenues Jump 45 Per Cent Above September

Spot Business Keeps Pace With Network Increases; Gross Advertising Income $5,741,850

JUMPING 45.3 per cent ahead of September, gross broadcast advertising revenues during October reached a total of $5,741,850, according to the monthly NAB statistical service report issued Dec. 11. Since this is only the fourth of the monthly reports to be issued since the service was started by Dr. Herman Hettinger, University of Pennsylvania economist, it is impossible to compare the figure with the same month of previous years. It is, however, believed to be a record high for any month of the last two years. On the network side, the figure is higher than for any month since May, 1932.

October non-network revenues of individual stations were $2,471,606 as compared to $1,832,251 in September, an increase of 34.9 per cent. Network revenues during October totalled $3,244,153 as compared to $2,102,809 in September, an increase of 54.2 per cent. Regional network advertising in October amounted to $26,091 as compared to $14,281 in September, an increase of 82 per cent.

Media Comparisons

THE AGGREGATE October time sales of $5,741,850 thus represented an increase of 45.3 per cent over September when they amounted to $3,949,341. The figures are derived from official national network returns and from confidential reports submitted by selected stations and regional networks. They are projected forward to embrace the whole industry.

The October figure, the report shows, compares with advertising expenditures of $43,903,450 in newspapers, $9,574,829 in 108 national magazines reported by Publishers Information Bureau and $455,018 in national farm papers. National magazine volume showed an increase of 20.5 per cent over September, farm papers rose 19.2 per cent and newspapers rose 12.6 per cent.

The NAB report reveals a healthy increase in non-network advertising revenues among the low and medium power stations as well as the high power stations. Classified according to powers, the non-network revenues of stations were divided as follows:

Power of Station	*Gross Receipts September*	*October*
Over 5,000 w.	$768,480	$894,860
2,500-5,000 w.	183,245	311,192
250-1,000 w.	666,267	935,850
100 w. & under.	214,259	329,704
Total	$1,832,251	$2,471,606

Middle West Leads

ALL THE geographic areas shared in the spot and local business increases, but the outstanding rise was shown in the Middle West while the South continued the steady growth of recent months and Middle Atlantic and Pacific-Mountain states regained the losses of August and September.

Local business continued to run ahead of national spot, amounting to $1,405,193 as against national spot's $1,066,413. By types of rendition, the non-network revenues of individual stations were divided as follows:

Type of Rendition	*October National Spot*	*Gross Receipts Local*
Elec. transcriptions	$442,200	$121,553
Live talent programs	350,455	744,223
Records	8,943	44,455
Spot announcements	264,815	494,962
Total	$1,066,413	$1,405,193

Transcription Gains

THE ELECTRICAL transcription gain in October was 85 per cent over September, due entirely to national spot increase of 98 per cent. Live talent increased 16.3 per cent over September, and spot announcements increased 35 per cent.

Participations continued to decline, running $55,102 in October as against $77,834 in September, which the NAB calls "a healthy sign since the most reasonable explanation of this trend would be that the average sponsor is becoming desirous of presenting his own individual program."

October saw retail automobile dealers increase their advertising over individual stations by 50 per cent, clothing advertisers by 40 per cent, drug advertisers by 60 per cent and food retail advertising by 35 per cent. Confectionery stores almost doubled their use of radio, and there were slight increases in retail household equipment advertising and department store and general store advertising. Decreases were shown among radio retailers and a few others.

Monarch Brand Spots

REID, MURDOCH & Co., Chicago (Monarch brand foods), has started a spot campaign, using a variety of time and talent on various stations, through Phillip O. Palmer & Co., Chicago agency. Among the spots being used are daily weather reports on WBZ-WBZA; daily "Home Forum" period on KDKA; twice weekly "Market Basket" period on WGY, and six weekly weather reports on WTAM. Contracts are for four weeks.

A. & P. Starting Tests

GREAT Atlantic & Pacific Tea Co., New York (chain groceries), is planning a series of spot tests on a few stations. Some time this month it will inaugurate an early morning program on WBBM, Chicago, running from 7 to 8:55 a. m. six days a week, using phonograph records and live talent with Hugh Studebaker as special announcer. Account handled by Charles Daniel Frey, Chicago, and Paris & Peart, New York.

Texas Co. Ad Manager Warns Against Excess Of Newspaper Tie-ins

NEWSPAPERS and radio should be used to supplement one another's activities to insure the greatest return for the advertising dollar, George Vos, advertising manager of The Texas Company, writes, in the November issue of BROADCAST MERCHANDISING, NBC periodical published in the interests of effective selling by radio.

"I believe," he states, "that it is more logical to use the radio to call attention to a detailed description of the product in newspapers, when the product is of a nature that requires such description. On the other hand, a small investment in such space to feature an outstanding radio program can be recommended on the ground that it will bring more listeners into the fold."

He expressed the opinion that broadcasting should not be overdone—especially where newspaper tie-ins are concerned. Too large space should not be used to tell people to listen to a broadcast because broadcasts are primarily entertainment and the advertiser should rely upon newspapers and magazines to tell the story of the product in order to avoid detailed descriptions or lengthy selling talks. Such practices lead to objections of over-indulgence in commercialism on the air, he said, pointing out that The Texas Company has endeavored to avoid such listener criticism by supplying sparkling comedy and music in its "Fire Chief" programs.

"March of Time" Boosts Remington Rand's Sales

SINCE Remington Rand, Inc., began its advertising campaign over CBS with the "March of Time" program, its sales have shown a rising trend contrary to seasonal expectations. According to *Moody's Industrials*, orders booked in the first nine days of November show a 20 per cent increase over the corresponding period of October, whereas November sales generally show a decline of 4 per cent under October. Orders in October were 40 per cent ahead of those in 1932, while in November there was a 55 per cent gain over the corresponding period a year ago. Remington Rand put on the "March of Time" beginning Oct. 13, a few days after inaugurating a boys' program, "Cowboy Tom," to sell children's typewriters.

United Remedies' Locals

UNITED REMEDIES, Chicago (Peruna), has purchased talent programs and announcement on several stations for an indefinite period, using a half-hour program weekly on KSL, Salt Lake City; three 15-minute programs on WFAA, Dallas; one 15-minute program a week on WSB, Atlanta; 5-minute programs on WOAI, San Antonio, and announcements on KPRC, Houston, and WHAS, Louisville.

THE THIRD annual radio revue presented by Chicago radio stations in Chicago Stadium, Dec. 4, netted $15,000 to charity.

Radio-Press Meet Fixes No Policies

Prolonged Negotiations Seen; Cincinnati Papers Relent

NEW YORK CITY—After holding several meetings Dec. 11 and 12, committees of the broadcasting industry, the American Newspaper Publishers Association and the several press associations adjourned without making any announcement regarding their discussions of the radio-press situation. The meetings were called in the Hotel Biltmore to discuss a possible agreement between radio and the press to offset the widening breach manifested by recent actions of newspapers in various cities in ordering radio program listings eliminated.

Lincoln B. Palmer, general manager of the A. N. P. A., said the talks had been preliminary in nature and represented an effort on the part of those present to feel out the ground in the hope of facilitating further negotiations that might lead to an agreement. These negotiations may take some months, it was indicated.

Among Those Present

PRESENT for the broadcasters were Alfred J. McCosker, NAB president; Merlin H. Aylesworth, NBC president; William S. Paley, CBS president; Edward Klauber, CBS vice president, and Frank E. Mason, NBC vice president in charge of public relations. The newspaper interests were represented by Howard Davis, A. N. P. A. chairman; E. H. Harris, A. N. P. A. radio committee chairman; Hoy W. Howard, president of the Scripps-Howard Newspapers; Karl Bickel, president of the United Press; Joseph V. Connolly, president of the International News Service, and Lloyd Stratton, Associated Press.

* * *

RELENTING in their second attempt to eliminate radio program schedules, Cincinnati newspapers shortly before Dec. 1 reinstated them in somewhat abbreviated form after two weeks of omission had brought a storm of protests from subscribers and had greatly stimulated the sale of radio program weeklies and the circulation of giveaway sheets. The new program listings carry only selected programs of each of the local stations, chiefly network. The newspapers in 1931 also had banded together to drop programs, but had to put them back.

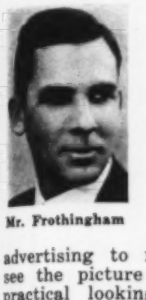
Washington Situation

IN WASHINGTON the five newspapers, which had entered into an agreement to eliminate all radio programs and news as of Dec. 1, deferred acting until after the New York radio-press meeting. The Washington newspapers have asked the four radio stations to buy space for programs at a special lineage rate which would cost the stations about $15,000 a year each. The stations have refused to yield from their stand that radio programs should be treated as news and not as advertising.

Inside Story of Woman's Magazine of Air

By J. CAPEN EAMES
Business Manager, Woman's Magazine of the Air
and
ROY FROTHINGHAM
Sales Promotion Manager, Pacific Division, NBC

Numerous Successes Recorded on NBC's Western Program; Thirty Sponsors Have Bought Time Since 1928


Mr. Frothingham

IN THE OFFICE of a well known advertising agency, there is a handsomely framed letter signed by Vice President D. D. Davis of General Mills, Inc. This letter features the title, "Remember, you are advertising to me!" Below you see the picture of a kindly but practical looking housewife who mothers three children, cooks three meals daily, does her own washing, reads the newspaper and magazines and listens to radio programs. Then comes this message: "Remember, if you are advertising to me, that I, the same as you, have problems of my own. The only 'ads' I take time to read are those which show quite plainly that they are of *definite, specific,* and *immediate help to me* in my job of life."

FIVE YEARS of success with a household cooperative program, such as the Woman's Magazine of the Air, is an achievement well worth the study of every broadcaster, advertiser and agency executive. Mr. Eames and Mr. Frothingham have jointly written this article to explain the origin and development of the western NBC feature. Today the program has hundreds of thousands of listeners and has well proved its value as an advertising medium to a multiplicity of sponsors. The authors list some of the more prominent advertisers and explain how they obtained gratifying results.

STAFF OF "WOMAN'S MAGAZINE"—Left to right: Marjorie Gray, editor, health and beauty culture; Bennie Walker, editor-in-chief; Helen Webster, home science editor; Capen Eames, business manager; Ann Holden, domestic science editor.

Original Purpose

When the "Woman's Magazine of the Air" was in the brain-child stage back in 1928, the main thought of those developing this radio program was to render a definite worth-while service to housewives and home managers whom we knew to "have problems of their own." The big idea was to build and broadcast programs which meet this requirement of being "definite, specific and of immediate help." The chances were good that a program designed especially for home managers and housekeepers released every morning at the same hour would soon become, not only a popular program but a valuable advertising medium.

Several thousand western women were interviewed in order to learn their preferences as to "subjects in which you are most interested" and "what time of day would be most convenient." Reading between the lines, it was clear that women would "come in" as listeners provided the program was entertaining, authoritative and of personal help.

Confidence Necessary

MOST IMPORTANT was the problem of getting authorities who were not only recognized for their knowledge, but who would be "liked" for their radio personality. To write or talk to women on their own ground and hold their confidence, the voice must ring true and the recommendations make sense. Three authorities were selected, each an expert in her particular field: Helen Webster, home science editor, with particular attention to home equipment, appliances, decoration; Ann Holden, domestic science editor; Marjorie Gray, fashion editor and authority on health and beauty culture.

Representatives Established

AFTER five years of broadcasting under these names over a chain of 10 stations, Helen Webster, Ann Holden, and Marjorie Gray have become established as welcome authorities in their various fields. When they endorse a product, give a recipe or describe a fashion idea, there is a willing acceptance from the listener based on confidence and regard.

In addition to the editorial staff of the "Magazine," arrangements are made for clients who have authorities of their own, such as Julia Lee Wright, head of the Safeway Homemakers' Bureau, and Mary Hale Martin, who has spoken in behalf of Libby products.

For entertainment during the WMA hour there is an excellent orchestra under the direction of Edward J. Fitzpatrick, a rotating group of guest artists, both vocal and instrumental. And then, of special importance, is the genial, lovable character, Benny Walker, who is known as the editor-in-chief. Women, as well as men, love humor, they adore the light, sympathetic, philosophical touch. Such are the successful newspaper columnists. Women regard Editor Walker as a tonic. They like his style of "mastering the ceremonies" and introducing the music, the singers, and the editors who speak. Incidentally Benny sings well and is a star story-teller.

Today, the WMA is well established in western homes with a circulation that runs well into the hundred thousands. Each day is a new day bringing new ideas and useful suggestions to an enterprise which is going into its sixth year of practical use.

Here are some brass tack facts on the WMA feature based on daily experience during the years 1928 to 1933, inclusive.

30 Sponsors Since 1928

APPROXIMATELY 30 different advertisers have used the WMA since June, 1928. The products advertised include: paints, floor covering, soaps, cleansers, electric appliances, ranges and a multitude of food products such as cereals, milk, coffee, flour, baking powder, chocolate, cheese, molasses and shortening. Some have been national advertisers like: Crisco, Ivory Soap, Packer's Tar Soap, Rumford Baking Powder, Tillamook Cheese, Frigidaire and Pet Milk. Others have been sectional advertisers whose business is concentrated in western states such as: California Home Catsup, Del Ray Italian Foods, Safeway Stores, and Wedgewood Ranges and Sperry Flour Co.

Before mentioning the *who,* and *how,* and *why* of successful WMA campaigns, it may be interesting to readers of BROADCASTING to know that the WMA—while self contained as a program-producing organization—is designed to mesh gears with the advertiser's sales and advertising plan. Obviously the successful advertiser who nas invested thousands of dollars in developing a personality like Gold Medal Flour's Betty Crocker, or Libby, McNeill & Libby's Mary Hale Martin, or Camay's Helen Chase, or Roman Meal's picturesque character, "the Roman Gladiator," who appears on every package, wants to put that character into the WMA campaign.

Educational Service

ALSO THERE are cases where the advertiser wants his radio program to render an educational service without too much regard for how much is said concerning his own particular brand. For example: Wedgewood Gas Ranges used the WMA for several years to feature the Wedgewood Cooking School which not only brought Wedgewood Ranges into the picture but developed valuable cooperation with manufacturers whose food products are used in the cooking school lessons. Likewise, W. P. Fuller Paints used WMA for many years to conduct a series of instruction talks on interior decoration, color harmonies, common sense painting methods, with emphasis on things to make for Christmas and the holidays. Incidentally, they featured their own expert on interior decoration in their WMA programs.

The important thing in a great many campaigns is to feature individuality and never to lose it. The WMA encourages individuality. It is distinctly a composite hour of radio entertainment and information which never overshadows the client but always spotlights him. In the case of Roman Meal cereal, one of the main jobs was to feature the package and personalize the trademark of the Roman gladiator. This was accomplished by developing a comic supplement to the WMA and building a special program using regular WMA entertainers in such humorous roles as the Roman Gladiator, his Armor Bearer and the Roman

(*Continued on page 34*)

Code Authority is Organized As Industry Goes Under NRA

Shepard Named Chairman, Baldwin Director; Financing Proposal is Drafted

Mr. Shepard

THE BROADCASTING industry Dec. 11 began formal operation under the NRA code of fair competition promulgated a fortnight ago by President Roosevelt, with a Code Authority of ten men sitting temporarily to enforce the provisions of the far-reaching economic charter.

Coincident with the effective date of the code, the Code Authority convened in Washington ,for its organization meeting. John Shepard, III, president of the Yankee Network, was elected chairman, and John Elmer, WCBM, Baltimore, vice chairman.

James W. Baldwin, former secretary of the Radio Commission and industry advisor to NRA in the drafting of the code, was named director of the Code Authority, and becomes its paid executive. Because the Code Authority will operate independently of the NAB until such time as it recommends that a successor regulatory body be designated, Alfred J. McCosker, NAB president, declined to accept the chairmanship.

Loucks Explains Code

AT THE OPENING meeting, Philip G. Loucks, NAB managing director, called the board together and made a few observations about the Code Authority's work preparatory to its organization. He explained that the code is not perfect and that it represents a compromise. Like any other law, he asserted, the code is as good or bad as its administration, and he said he was confident that its provisions would be applied with equal fairness to large and small enterprises and members and non-members of the NAB.

"This Code Authority," Mr. Loucks asserted, "is temporary. Under the provisions of the code you are under an injunction to recommend a permanent form of Code Authority. That permanent Code Authority eventually must be the NAB. It is my sincere hope that within the next three months the membership of the association will be increased to a point where you will be in a position to make such recommendation. The administrator has already found that the association is properly constituted for that purpose. And if the purpose of self-regulation, the objective sought by the National Industrial Recovery Act, is to be achieved, the association must become the Code Authority. When I make this request I am mindful of the task which lies before me, that of building up the numerical strength of the association to a point where all classes of stations and all parts of the United States can have equal representation in elections and in decisions on policies of the industry."

Mr. Loucks pledged the full cooperation of the NAB to the Code Authority. He pointed out also that the NAB will come before the board in behalf of stations from time to time, and therefore will be in the position of an applicant for relief rather than a part of the code machinery itself until such time as the body is reorganized.

The board had before it a dozen requests from stations asking exceptions from provisions of the code. In addition, it considered the drafting and promulgation of regulations covering the code, as well as methods of financing. All these actions are subject to approval of the NRA.

Under the administrative provisions, the code provides for a Code Authority to serve until its successor is appointed, consisting of nine voting members from the industry and three who may be appointed by the President. Thus far, however, only one government member has been named. He is William Farnsworth, assistant to Deputy Administrator Sol A. Rosenblatt, of NRA, who handled the framing of the broadcasting industry code. Mr. Farnsworth sat with the code authority during its organization meetings. Mentioned for the other government members are Chairman E. O. Sykes of the Radio Commission and Harry Shaw, operator of WMT, Waterloo, Ia., a former NAB president and an NRA state official in Iowa. Appointment of the additional government members is not mandatory, and may develop only in case of dispute. The government members have no voting power.

Financing Plan

ON THE MATTER of financing the operations of the Code Authority, the board was prepared to assess two-tenths of 1 per cent of the net sales of all stations per month. This scale would be similar to that adopted by the NAB to become effective Jan. 1. The Code Authority scale would be mandatory when approved by the NRA as a feasible and uniform method of assessment and would apply to all stations, irrespective of their status.

Members of the Code Authority attending the meeting, in addition to Messrs. Shepard, Baldwin and Farnsworth, were M. R. Runyon, CBS treasurer; F. M. Russell, NBC vice president; E. N. Nockels, WCFL, Chicago; John Kiernan, WLWL, New York; I. Z. Buckwalter, WGAL, Lancaster, and John Elmer, WCBM, Baltimore. Mr. McCosker was unable to be present at the opening because of the radio-press meeting in New York on the same day. He did participate in the subsequent meeting, which began Dec. 13.

DR. LEE DE FOREST has returned to his Hollywood laboratories at the close of his European trip. The distinguished inventor reported enthusiastically on European patent rights for television, and especially the Baird system.

Martin A. Leese

Mr. Leese

MARTIN A. LEESE, whose initials formed the call letters of WMAL, Washington, which he founded and owned, died suddenly at his home in Washington Dec. 1 at the age of 62. He had been suffering from heart trouble for some time. At the time of his death he was president of the Washington Chamber of Commerce for his third term. Long a leader in civic activities in Washington, in 1929 he was awarded the Cosmopolitan Club medal "for the most outstanding and unselfish service to the District of Columbia." He was in the optical business when he started WMAL. He is survived by his widow, two sons, and a daughter. His station has been operated by NBC since last February under a long-term lease.

WHAS, WBT Given Permits for 50 Kw.

BREAKING all the records for speedy action, the Radio Commission Dec. 1 granted the applications of WHAS, Louisville, and WBT, Charlotte, for increases in power from 25 kw. to the maximum of 50 kw. Hearings on the applications were held before the full Commission Nov. 22.

In October the Commission granted the applications of WGN, Chicago; WHAM, Rochester, and WBZ, Boston, for increases from 25 to 50 kw. A protest against the WGN grant was filed with the Commission Nov. 28 by WBBM, Chicago, on numerous grounds, the main contention being that the station had not been notified of the hearing. The protest, however, was denied without comment by the Commission Dec. 5 after WGN had filed an answer claiming notice had been given WBBM counsel by registered mail. WBBN thereupon on Dec. 8, through Attorney Paul D. P. Spearman, filed an appeal from the Commission's decision in the Court of Appeals of the District of Columbia.

Now pending before the Commission are the applications of WMAQ, Chicago, and KNX, Hollywood, for increases in power to 50 kw. The WMAQ application will be heard Jan. 8 before the Commission en banc, and that of the California station on Dec. 18.

Radio Code Published

OFFICIAL copies of the code of fair competition for the broadcasting industry, as approved Nov. 27 by President Roosevelt to go into effect Dec. 11, have just come off the presses of the Government Printing Office. They include also the texts of the President's executive order and letter of transmittal of General Hugh S. Johnson, Recovery Administrator. They are available from the Superintendent of Documents, Washington, at 5 cents each.

CALL LETTERS of KOCW, which has been authorized to move into Tulsa, Okla., have been changed to KTUL.

Druggists Report Radio Helps Move Merchandise Answering WOR Query

DOES RADIO advertising help the druggist move merchandise off his shelves? Decidedly yes, judging from the results of a questionnaire survey conducted among retail druggists in its area by WOR, Newark. WOR recently began distributing radio time tables, listing selected drug and cosmetic features heard on the station and carrying the imprint of the distributing drugstore, to druggists carrying the products advertised.

The questionnaire was in the form of a prepaid postcard, on which the first question asked was: "Do you feel that radio advertising over WOR is helping you sell more merchandise?" Eighty-six per cent of the 250 druggists who responded replied in the affirmative; 8 per cent in the negative, and 6 per cent were undecided.

The second question was: "How does it compare with other advertising media in effectiveness?" Eighty-three per cent said they considered radio advertising better and more effective than any other medium; 11 per cent said it was *as good* as any other medium, and 6 per cent considered other forms of advertising better—most of these mentioning sampling and window displays.

The radio time tables were wanted by 88 per cent, who asked for 60,000 of the small folders to hand out over their counters.

Brooklyn Eagle Applies For 1400 Kc. Channel

PROPOSING to establish a new full-time 500-watt broadcasting station in Brooklyn, N. Y., the BROOKLYN DAILY EAGLE, through an incorporated subsidiary called the Brooklyn Daily Eagle Broadcasting Co., applied to the Radio Commission Dec. 5 for the 1400 kc. wave length position now shared by four stations in the New York area, namely, WBBC, WLTH, WARD and WVFW. The newspaper's application, signed by M. Preston Goodfellow, the publisher, states that $14,658 would be spent on a modern Western Electric transmitter, $10,000 on studios, $2,900 on speech input and $800 on a frequency monitor. Application will be set for hearing at which the four time-sharing stations on the 1400 kc. channel will be respondents.

Another "Outlaw" Fined

WHILE its agents were still prosecuting alleged outlaw broadcasters operating without licenses in Texas, the Radio Commission won another prosecution Dec. 9 against one Charles L. Fower in federal court at Hannibal, Mo., who pleaded guilty to operating a station without a license at Macon, Mo., and was sentenced to fines of $50 on each of three counts. The court again upheld the Commission's contention that all broadcasting is subject to the exclusive jurisdiction of the federal government, the low power Missouri station having been found by William J. McConnell, Kansas City radio inspector, to be interfering at Payson, Ill.

Father Coughlin: His Rise Via Radio

Principal Figure on the Air Pays for Broadcast Time; 100,000 Letters Weekly Keep 81 Secretaries Busy

(From a Special Correspondent)

DETROIT, Mich.—What manner of man is the Rev. Father Charles E. Coughlin? Wherein lies the secret of his tremendous influence? The noted Detroit radio priest, who first leaped into public gaze by his broadcasts over the Columbia network, had hardly begun his second year of broadcasting over an independent hookup of radio stations before he became a storm center of controversy. Indeed, he was much in the center of things even before last Oct. 22, when he resumed his broadcasting, playing a leading role in the investigations of Detroit's banking crisis of last summer.

Here is an orator—probably radio's greatest—who denounces and lauds, who "preaches economics," who apparently has the tacit if not the expressed sanction of the powers at Washington. He speaks in one scornful breath of Wall Street and Mr. Morgan; in the next, almost as if inspired, he lauds the efforts of President Roosevelt to free us from the fetters of depression. He does not even hesitate to attack Catholicism's most eminent American layman, Alfred E. Smith, when the latter presumes to criticise certain works of the administration.

Pays Way on Radio

HE IS a man, as one writer has said, who could have led his Hippodrome Theater audience in New York recently to march downtown and literally tear down the portals of the House of Morgan, so great are his oratorical powers. And his following, number millions and won chiefly by his radio talks, counts far more non-Catholics than Catholics.

Father Coughlin spent more than a half million dollars last year on radio, paying his way for the 26-station hookup he uses every Sunday afternoon just as any commercial account would pay its way. Line charges and station time aggregated slightly over $226,000, and the organization maintained for handling mail addressed to the Shrine of the Little Flower, printing, etc., necessitated the expenditure of the rest. The Shrine receives an average of 100,000 letters a week. On two outstanding occasions during the year, the mail totaled more than 600,000 letters in two successive weeks.

When Father Coughlin talks on Sunday afternoon from The Shrine of The Little Flower, the vast, contributing audience stretches west to Kansas City, and east to Bangor, Me. Eighty-one secretaries are employed to slit open and acknowledge the envelopes from which pour sufficient funds to maintain the weekly broadcast, with its special network of 26 stations. The aggregate time charge of this network is $6,250, representing each station's customary daytime rate for one hour. From this is deducted the 15 per cent paid to Grace & Holliday, Detroit advertising agency, which took over Father Coughlin's business affairs in radio when he was prohibited from using the Columbia network.

Father Coughlin Broadcasting from His Pulpit

The financial setup of Father Coughlin's radio broadcast has provoked interest, but it is very simple. Two years ago, when Father Coughlin prepared a reply to send to listeners, Leo Fitzpatrick, general manager of WJR, who has been Father Coughlin's contact with the station managers, noticed the omission of any reference to funds for maintaining the broadcast. To his comment on this omission, Father Coughlin explained that St. Theresa (The Little Flower) had taken care of the broadcast for some time, and he believed would continue to do so. So when Father Coughlin writes his listeners, he asks their prayers only. Their monetary support is voluntary and unsolicited. Father Coughlins' memoirs, the nationwide membership to the League of the Little Flower, and various other ramifications of the broadcast are part of its structure, and came about as the natural sequence of its growth to national importance.

Fought by Newspaper

STRENUOUSLY opposed to Father Coughlin last season was the DETROIT FREE PRESS, which approached 26 station managers in an attempt to keep him off the air. Faced with the ire of the newspaper on one side and the still greater ire of their huge audiences should they attempt to bar Father Coughlin, every station of his network remained in line. This is not the only attempt which has been made to keep Father Coughlin off the air. The hue and cry has been raised as far as the Vatican. But Father Coughlin continues, and his faith in the validity of his message is supported by the fact that possibly no single radio feature on the air, with the exception of a broadcast by the President himself, is met with greater expectancy than the Sunday broadcast from The Shrine of the Little Flower.

Formula of Program

THE GOLDEN HOUR follows the formula of any other radio program. It is carefully checked by Father Coughlin himself, who listens over earphones to the rehearsal during the hour immediately preceding the broadcast. Like many prominent radio advertisers who try to give the public what they want, Father Coughlin believes in familiar, unpretentious music. While he has engaged a capable and even distinguished musical staff, he confines its efforts to only the best known and loved sacred songs.

While Father Coughlin is accessible easily enough to humble visitor from Maryland or Maine, who asks his prayers, he turned a deaf ear to commercial ventures, though he is a staunch believer in the advertising support of radio. Mr. Fitzpatrick has been approached many times to assist in securing the priest as speaker or guest of honor. Of late years, the WJR general manager has not made the gesture of getting in touch with Father Coughlin, knowing that a negative answer would be forthcoming.

Recently a writer in the NEW YORK TIMES hazarded the opinion that Father Coughlin would not remain content with the work of a small parish, to which he professes himself quite ready to return after he has achieved those ends aimed at in the radio broadcast. Those in contact with Father Coughlin through the last seven years, however, believe that his wish is not only sincere but will be carried out.

Leads Simple Life

THE GLAMOR of Father Coughlin's ascendency to fame is not reflected in his daily life. He moves, lives and travels unostentatiously. Recently, on being invited to Notre Dame University to be made a doctor of laws, Father Coughlin avoided the crowds who sought him. He spent his available time with an aged priest, who shared with him memories of pioneer priesthood in America.

Fother Coughlin, too, is a pioneer. The progress of his radio broadcasts has at times dismayed but not frightened him. He believes he is opening up an economic frontier, and that he is doing so as a priest and as a simple man of God. Despite the national ballyhoo, to his Detroit associates Father Coughlin remains the simple, faithful Roman Catholic priest, who, when his work is accomplished (if it can be in his lifetime), says he will be content to retire within the walls of the monastery to which his life already has been consecrated.

Libel Appeal of KFAB Is Dismissed as "Moot" By U. S. Supreme Court

DISMISSAL of the appeal of KFAB, Lincoln, Neb., from the ruling of the Nebraska Supreme Court, holding broadcasting stations equally liable with speakers for libel uttered over their facilities, was ordered by the U. S. Supreme Court Dec. 4. The court, in essence, held that the case was moot, declaring that the judgment of the state court was "nonfederal" and based on grounds adequate to support the finding.

Presumably, the case was held moot because a settlement previously had been made. The case, which originated three years ago, involved libel allegedly uttered over the station by a political speaker against the Attorney General of Nebraska. Titled "Sorsensen vs. Wood," the case was regarded as of importance because of the precedent it established. The NAB fostered the appeal to the Supreme Court.

Since the Nebraska opinion is the only judicial ruling, stations have been forced to exercise extreme caution in extending their facilities to candidates for political office or their supporters, lest they be held jointly responsible for libel or slander uttered over their microphones. Since this ruling, many stations require political speakers to sign agreements pledging that they will not libel or slander any individual and, if they do, that they will absolve the station of responsibility.

CALLING itself the "Blue Eagle Station at Muscle Shoals," WNRA, Sheffield, Ala., is now on the air with its new 100-watt Sylvania transmitter.

Utility Uses Radio To Build Interest In Home Services

Stilted Food Recipes Avoided By Boston Power Company

By JULIUS DANIELS
Promotion Department,
Edison Elictric Illuminating Co.,
Boston, Mass.

DURING the last 18 months the promotion department of this company has used radio extensively to promote interest in our home service activities. The result has been to bring about an immediate increase of more than 50 per cent in attendance at all home service functions—an extremely satisfactory showing.

Many electrical utilities maintain and operate home service departments whose function it is to demonstrate the ease and inexpensiveness of operation of all types of home appliances. Such educational work is of paramount importance, for the average housewife has been slow to accept and adopt the various appliances provided for her comfort and convenience.

Cooking Classes

ONE OF the most important activities of any home service staff is conducting cooking classes. The Edison Electric Illuminating Co., of Boston has for several years operated schools in Boston and other communities it serves. Productivity of these schools depends on attracting an audience sufficient in size to utilize all the seating capacity available. This is the only way we can figure the cost per person reached at a figure low enough to justify the expense.

With the problem before us of keeping up attendance at all home service schools, and also of attracting daily visitors to the Friendly Service Kitchen at 39 Boylston street, Boston, we naturally turned to radio, particularly as the company owns and operates Station WEEI.

Careful consideration was given to the type of program produced and the time of presentation. Acting on the station's advice we divided our campaign into two parts. It was decided to appeal to the women by using morning periods, as it is then that cooking periods have been proved popular. And then, to call attention to these morning sessions, we broadcast programs of entertainment in the evening.

Avoids Stilted Talk

IN THE morning we avoided stilted descriptions of food preparation methods, adopting a certain breeziness and using good musical selections. We used 15 minutes beginning at 11 o'clock on Mondays, Tuesdays, Wednesdays and Thursdays. Information was given in connection with current demonstrations and schools. Any specials being demonstrated by our merchandising department were mentioned.

Then followed a dramatization of the difficulties of a newly married couple who operated their home without electrical appliances. Needless to say their troubles ended with the introduction of certain appliances designed to eliminate household drudgery. The performers taking the parts of Mr. and Mrs. Boswell were excellent singers.

We entitled the evening programs "Edison Salute." Each paid tribute to one of the communities or industries served by this company. The program consists of appropriate music, a dramatization of some historical event and a talk by the "Edison Historian."

In our home service activities we depend very largely on radio to attract audiences to small classes and demonstrations in outlying communities, some of them 30 miles from Boston.

Daily experiences of members of the home service staff who visit the homes of consumers prove conclusively that there is a widespread interest in our broadcasting. We have the visible result in the large number of women who attend our classes. Reports from all over our territory indicate that the proper program presented over a good station will be of great interest to the homemakers and will produce the desired results.

A NATURAL FOR SPOTS—Fred Wade, left, and Paul Lucas, WTIC production manager, in their "Wrightville Daily Clarion" program, in which they discuss the ads and news going into the next day's edition as they make it up before the microphone.

HIGHLY successful as a vehicle for participating spot announcements is the "Wrightville Daily Clarion" program heard three times weekly on WTIC, Hartford, at 6 p. m. Each night listeners are transported to the editorial sanctum of Editor Elisha Wright where he and his assistant, Fred Wade, are making up the morrow's "Clarion." Mr. Wade reads the advertisements that are to appear in the paper for Mr. Wright's approval, making a wholly natural sponsor tie-in.

The program is lively and humorous, with Editor Wright and Assistant Wade gossiping and wisecracking. Music is introduced through Editor Wright's weakness for collecting phonograph records and his belief that he works best while music is playing. Thus the program introduces the short advertising announcements, the comedy and the music all in a natural vein.

Paul Lucas, who portrays Editor Wright as a garrulous country editor, is production manager of WTIC. It was he who first introduced Seth Parker to radio over WTIC before Phillips Lord was graduated with his troupe to the network.

National Radio Fraternity

GAMMA BETA ALPHA has been organized at the University of Southern California, Los Angeles, as what is believed to be the first professional radio fraternity established. Students from the School of Speech and other departments, who intend to enter into radio careers, form the group. The university now has remote lines running to KFI, KHJ, KNX and KFAC. Mulvey White, director of the institution's radio activities, is the prime mover in the new national fraternity.

Program Repeated Nine Times as an Experiment

AN EXPERIMENT in repeating the same program three times weekly for three weeks is being conducted by the Chr. Hansen's Laboratory, Little Falls, N. Y. (Junket food flavors and tints). The program, in narrative form, is a 15-minute transcription and is adapted from a children's book "Junket is Nice," recently released for the Christmas trade by Harcourt, Brace & Co., publishers. WOR, Newark, and WMAQ, Chicago, are the stations being used and the account is being handled by Mitchell-Faust-Dickson & Wieland, Chicago agency. On the contention that children, particularly between the ages of 3 and 8, like to hear stories told over and over and in the same manner, it was decided to offer the program on a repeat basis.

Ford Uses N. Y. Keys

FORD MOTOR Co., Detroit, scheduled to start its first regular network on CBS in February, and also reported negotiating for time on an NBC network, began its radio campaign Dec. 8 by engaging WJZ and WBAL to carry the dedication of the Ford Exposition of Progress in New York. On Dec. 9 and 12 WABC was used with D. Thomas Curtin as commentator, and on Dec. 10 and 14 there was a 15-minute broadcast over WJZ by Lowell Thomas and the Landt Trio. WEAF was used by John Kennedy and the Landt trio for the same sponsor Dec. 8 and 15.

Response Doubled When Last Year's Offer is Repeated

Carborundum Finds Audience Has Grown Since 1932

ON NOVEMBER 11, this year, the same man on the same program over exactly the same CBS hookup on the same day and hour (Saturday, 9:30-10 p. m.) made exactly the same offer he had made exactly one year before.

Such a situation is extremely rare in radio—when every factor in the broadcasting of an offer is exactly the same, even to the announcer's voice. The returns to the offer were subject to only one variable: the audience. There was nothing in the offer to make it more significant this year than last, nothing in it to evoke a greater response per 1,000 listeners. Any significant variation in returns, therefore, must be a measure of the variation in size and responsiveness of the Saturday evening listening audience from last year to this.

The returns to the first program in 1932 were: 5,190 requests from 1,281 cities.

The returns to the program in 1933 were: 13,408 requests from 1,936 cities.

The 1933 program brought more than twice as many returns as the 1932 broadcast, in a perfectly controlled measurement where more returns could only mean more listeners.

In each instance this offer was made in the first broadcast of a series of band concerts sponsored by the Carbordundum Co., Niagara Falls (abrasives). Since each was a first-of-the-series broadcast it was made to an audience already at hand for the program, and not a "built-up" audience accumulated by the particular series (except for the possible "carry-over" influence in 1933 of the 1932 series). The souvenir offered was not of particularly wide appael—a small Carborundum sharpening stone for pen-knives.

An interesting sidelight on the Carborundum program is that it is entirely planned by one man, Francis D. Bowman, advertising manager of the Carborundum Company, who is also the announcer.

Old Gold Auditioning

WITH Fred Waring and his Pennsylvanians signed by Ford Motor Co. exclusively for radio effective early in February, the Old Gold program on CBS loses Waring's services at the end of January. Several orchestras of a similar type are to be auditioned for this client before a decision is made. Phil Spitalny has been heard already, but this does not indicate that the contract will necessarily be given to him.

ADOLPH KLAUBER, former dramatic critic of the NEW YORK TIMES, theatrical producer and editor, and the husband of Jane Cowl, the actress, died in Louisville Dec. 7 at the age of 54. He was an uncle of Edward Klauber, CBS vice president, also a Louisville native.

Ford to Use Both Networks; Cadillac Sponsors Symphonies

Three GMC Accounts Will Resume This Month; Chrysler Plans Broadcast Jan. 7; Chevrolet Renews

By GILBERT CANT

WITH THE AGREEMENT of Henry Ford to employ both NBC and CBS as advertising media, the network broadcasters feel the same sense of elation that General Johnson would have felt three months ago if Henry Ford had given his blessing to the NRA.

Probably no single advertiser has been so much sought after since network broadcasting began on a nation-wide scale. And, as is not unusual where the "lone wolf" of the automobile industry is concerned, probably no one account has been so difficult to get on the books. Stories that the CBS salesman who could bring in the Ford account would receive a bonus of $10,000 are branded as pure fiction [Webb Taylor was the salesman who finally secured the Ford account for CBS] but the fact that such a rumor gained credence is proof of the importance attached to this one piece of business—despite the fact that for either network individually the billing will not equal that of the big cigarette manufacturers.

Cadillac Follows Lead

IMMEDIATELY after CBS announced the signing of the Ford contract to start on or about Feb. 4, and after it became known (without formal announcement) that NBC also would receive Ford business, Lawrence P. Fisher, president of the Cadillac Motor Car Co., announced that his company would sponsor an elaborate series of Sunday evening symphony concerts and noted solo artists on an NBC-WJZ network starting Dec. 17.

The Cadillac car ranks as the highest priced article ever to be advertised by means of radio, and the program, lasting for one hour under the conductorship of many of the world's most famous maestros, probably will be the most "highbrow" ever presented commercially, with the exception of Philco's series of full-length Philadelphia Orchestra concerts in previous years. The current Chesterfield series with this same orchestra falls into a different category, since it consists of six 15-minute periods a week.

In contrast with the Cadillac symphonic appeal to the few who can afford one of the highest-priced cars, the Ford company will seek to reach the millions of people who have already bought twenty million of their cars, with a presentation on CBS Sunday nights of Fred Waring and his Pennsylvanians—one of the most popular dance orchestras on the air.

Three GMC Accounts

ON December 16 General Motors begins the first instalment of its ambitious series on CBS for three cars in its group, with Colonel Stoopnagle and Budd, Vera Van and Jacques Renard's Orchestra making their debut for Pontiac over 57 stations. Two nights later the Buick series will begin, also consisting of two 15-minute periods each week, with Robert Benchley and Andre Kostelanetz's orchestra and chorus. Early in January GMC will round out its CBS series with two periods weekly for Oldsmobile, with Johnny Green's Orchestra and all-star dramatization of popular songs. In its final form, the GMC campaign will consist of a six-night strip at 9:15 p. m., EST, provided time can be cleared in accordance with the original plans.

On Jan. 7 a one-hour presentation on CBS will introduce new Chrysler models to the public, and on the same night Chevrolet renews its 55-station NBC-WEAF Sunday night hookups with Jack Benny. Freddy Rich's Orchestra and Helen Morgan are proposed as the entertainers on this one-time broadcast. Suggestions that further advertising campaigns for Chrysler and Plymouth cars are in prospect could not be confirmed. The Plymouth script act on CBS with Elmer Everett Yess as a super-salesman has been withdrawn.

Sponsored locally in New York, as it had been previously in Detroit, the Ford Exposition of Progress was described to WABC listeners Dec. 9 and 12 week by D. Thomas Curtin, to WJZ listeners Dec. 10 and 14 by Lowell Thomas and to WEAF listeners Dec. 8 and 15 by John B. Kennedy. On Dec. 8 WBAL carried the dedication along with WJZ. The exhibit marked the fortieth anniversary of the Ford car.

Announcement of the Ford series has led to a great deal of confusion, largely because regional broadcasts over individual stations and sectional networks have been sponsored in the past by Ford dealers under a special allowance of $3 per car from the manufacturers for advertising. Some dealers pooled their resources and utilized radio. Among several such cases, "Lum and Abner" has been presented over NBC from New York by an association of dealers.

At the time of writing it is not possible to ascertain whether any or all of these regional campaigns will be continued, but it is assumed that they will not. Individual agencies handle these series, while N. W. Ayer and Son, Philadelphia, represents the parent company.

"Ford Dealer" Credited

THE CBS contract was signed by the network and the Ford Motor Company, Inc., of Detroit. This means that payment for the time will be made by the parent company, though it is not yet known what methods, if any, will be used by the parent company to repay itself for this expenditure.

Despite the fact that the parent company is primarily responsible for the billing, the programs on CBS will be presented as an offering to the public by "the Ford dealers." This fact contributed largely to the confusion that existed at the time of the CBS announcement. It is noteworthy that the phrase "Ford dealers" includes both the offices maintained by the Ford Motor Company itself and the establishments of independent automobile dealers who have been awarded Ford agencies.

The contract with CBS is for a half hour every Sunday night, from 8:30 to 9 o'clock, EST, beginning Feb. 4, over 70 stations, for 26 weeks. As network includes everything as far west as the Rockies, but omits the Pacific coast, it may be deduced that the dealers' programs will stay on the air west of the Rocky Mountains.

Negotiations with NBC are reported to have been completed, but contracts have not yet been signed owing to the difficulty the network is experiencing in clearing time. A mid-evening half hour in the middle of the week on the WJZ network, with supplementaries included as far west as Denver, has been requetsed by Ford.

Fred Waring's orchestra has been signed for the programs on both networks, and the Ford Company has his services exclusively for radio. He will therefore leave the Old Gold-CBS program shortly.

Cadillac Highest Priced Product Placed on Air; Noted Artists Engaged

WITH A RECENT survey showing that 87.8 per cent of American homes at the income level of $10,000 and above have radios, Cadillac Motor Car Co. on Dec. 17 begins one of the most elaborate symphonic and artistic series ever to be broadcast via a network. General Motors, long a leading radio user, has undertaken to help market its Cadillac series with 13 one-hour Sunday evening concerts on an NBC-WJZ network of 18 stations. This is the highest priced product ever to be marketed by radio.

Bruno Walter, noted German conductor of the New York Philharmonic, will conduct the Cadillac Symphony Concert in the first broadcast, with Jascha Heifitz, the violinist, as soloist. Other guest conductors for the series will be Eugene Goossens of the Cincinnati Symphony; Eugene Ormandy, Philadelphia and Minneapolis Symphonies; Arthur Bodanzky, Metropolitan Opera; Fritz Reiner, Rochester Symphony; Walter Damrosch, Sir Henry Wood, Nikolai Sokoloff, New York Orchestra; Arthur Rodzinski, Cleveland Symphony; Vladimir Golschmann, St. Louis Symphony; Ossip Gabrilowitsch, Detroit Symphony, and Tullio Serafin, Metropolitan Opera.

Among soloists engaged are Yehudi Menuhin and Efrem Zimbalist, violinists; Josef Hofmann, Jose Iturbi and Vladimir Horowitz, pianists; Rosa Ponselle, Lily Pons, Lucrezia Bori, Lotte Lehmann, Elisabeth Rethberg, Tito Schipa and Richard Bonelli. Campbell-Ewald Co., Detroit, is handling the account, as well as the Buick, Oldsmobile and Pontiac series on CBS.

Autos to Replace Oil as Nets' Third Largest Advertiser

Foods First, Drugs Second As the New Year Begins

THE AUTOMOTIVE industries will replace oil and fuel products as the third largest advertisers on the networks in January, 1934. Taken together, the automotive and oil companies will in the near future expend about $600,000 monthly for network time, with the possibility that the figure may reach $650,000.

Foods and food beverages retain their position at the head of the list, with expenditures of more than a million dollars monthly, and drugs and toilet goods remain in second place, with a billing of almost a million. The tobacco advertisers will rank near the oils, in either fourth or fifth place.

Gain Over Last Year

IN 1932 the automotive industry spent $1,940,000 for radio network advertising. Incomplete figures for 1933 suggest that the total this year will be about $300,000 more than last year—a gain of 15 per cent.

Looking ahead of next year, it appears that January billings will be exactly double that of January, 1933, and the same will probably be true of February billings. Beyond that it is not possible to estimate accurately, but several car manufacturers not now on the air are considering the use of a network series. Signing of one of these would probably balance the loss of some present advertisers due to expiration of their contracts.

1933 Auto Accounts

DURING the first 10 months of 1933, NBC's revenues from automotive accounts totaled $1,382,869, divided as follows: Hudson-Terraplane, $325,806; Ford dealers, $233,050; Chevrolet, $231,924; General Tire, $183,726; Buick, $143,341; Firestone, $102,974; Oldsmobile, $76,987; Sealed Power, $51,451; Continental, $19,592; Goodrich, $9,056, and Fisher Body, $4,972. CBS during the same time grossed $369,959 from the following accounts: Pontiac, $197,277; Oldsmobile, $81,360; Plymouth, $60,672, and Studebaker, $30,640.

Estimated revenues from automotive accounts in December were $209,858 for NBC and $41,400 for CBS. The January figure will go up considerably, it is estimated, with CBS billing $135,775 during that month, $124,200 being represented by the Buick, Oldsmobile and Pontiac accounts and $11,575 by the Chrysler account. The January figure for NBC is estimated at $215,355, relative expenditures being as follows: Ford dealers, $59,945; Hudson-Terraplane, $37,810; Firestone, $34,225; Sealed Power, $33,375; Chevrolet, $31,200, and Cadillac, $18,800.

SPANISH WINE ASS'N, subsidized by the Spanish government, is the first wine account to be signed by WOR, Newark. It goes on the air shortly after Jan. 1.

Liquor Accounts Await Slack In Early Consumer Demand

Agencies See More Business Than From Beer; Commission Drafts Opinion for Industry

NEW ACCOUNTS for radio attributable to repeal have failed to develop nationally up to this time, and only scattered local accounts for liquor have been signed by stations. It appears that distillers and distributors are reaping the benefits of excessive demands of the public in wet states and will hold off national advertising in any appreciable degree until the stage of normal consumer demand is reached.

While it is too early to estimate the amount of business to develop for radio as a result of repeal, it is the view of advertising agency executives that there should be considerably more time sold than for beer advertising. This takes into account, of course, wine accounts in addition to so-called hard liquors, and a substantial volume of liquor "accessory" advertising, such as wine glasses, ginger ale and sparkling water mixers, containers and similar appliances and products.

No Net Accounts

NEITHER of the national networks has indicated the signing of accounts traceable to repeal, although it is reported that distiller and wine distributors have been laying plans for auditions. For the present at least, it is not expected that hard liquors accounts will be accepted by NBC, while CBS already has announced that it will refuse such business but will accept wine, cordial and similar products, with strict censorship of commercial credits.

Newspapers, on the other hand, have carried considerable distillers' lineage in wet states. Administration endorsement probably will be given the proposal to eliminate the so-called Reed amendment, which prohibits the use of the mails by periodicals carrying liquor advertising into states which remain dry or which by state law prohibit the advertising or solicitation of orders for liquors.

Although radio unofficially has been declared by responsible government officials to be in no way affected by the Reed amendment, the Radio Commission's legal division now is drafting an opinion on the legality of liquor advertising on the air. It is believed that the opinion, like the off-hand opinions of the Department of Justice and the Post Office Department, will hold that liquor advertising is permissible. The Commission, however, likely will add the expression that it may consider the calibre of programs broadcast by stations in acting on applications of stations for renewals of licenses and that any violations of good taste or ethics in such advertising might be considered contrary to the public interest, convenience and necessity.

Also affecting liquor advertising is the provision inserted by the Agricultural Adjustment Administration in the codes of fair competition for distillers, and other liquor dealers, against which these groups have protested vigorously. Following closely the language relating to advertising proposed in the so-called Tugwell bill covering foods, drugs and cosmetics, the advertising provision states that it shall be unfair trade practice to publish or disseminate in any manner any false advertisement of any distilled spirits. "An advertisement," it adds, "shall be deemed to be false if it is untrue in any particular, or if directly or by ambiguity, omission, or inference, it tends to create a misleading impression."

These codes, however, do not carry liability provisions affecting the advertising media, whereas the so-called Tugwell bill places the burden upon the publisher or station operator in notifying the authorities of the name and post office address of the advertiser and inferentially may hold him responsible in other ways.

In a bulletin issued by the Post Office Department pursuant to the Reed amendment as it affects the use of the mails in carrying advertisements or soliciting orders for intoxicating liquors, more than a score of states are listed as being "wet" for the purposes of the amendment. Differences in state laws, local and county options, etc., make the publisher's course confusing in several instances, however.

Twenty States Wet

WHILE APPARENTLY not deterred by any federal law, broadcasting stations also must exercise caution in acceptance of such business, lest they run counter to state laws. The official list of states having laws or regulations affecting liquor advertising, was announced by the Post Office Department as follows:

States and Territories the laws of which prohibit both the advertising of and solicitation of orders for intoxicating liquors: Alabama, Alaska, District of Columbia, Florida, Georgia, Hawaii, Idaho, Maine, Michigan, Mississippi, Montana, Nebraska, North Carolina, North Dakota, Ohio, Oklahoma, Puerto Rico, South Carolina, Texas, Virgin Islands, Virginia, and West Virginia.

States the laws of which prohibit advertising but do not refer to solicitation of orders: Missouri, South Dakota and Utah.

States which prohibit solicitation of orders: Arkansas, Minnesota, New Hampshire, Tennessee, and Vermont.

The following states are affected as indicated:

Connecticut: Prohibits solicitation of orders in towns which forbid sale of liquor under local option clause of Liquor Control Act.

Delaware: Prohibits advertising except in newspapers or other periodical publications or by radio.

Indiana: Permits solicitation of orders by holders of permits issued by state excise department.

The following states have statutes which provide for local option: Maryland, New Mexico, and Washington.

One station which has adopted a definite attitude in favor of liquor advertising is KFWB, Hollywood, whose manager, Gerald King, stated that liquor accounts already are being handled. He said announcements will be carefully scrutinized and censored and that all claims of liquor being a benefit to health will be firmly rejected. Moreover, he asserted, liquor announcements will not be permitted until after 9 p. m., to preclude objections from parents of young children.

Prizes of Repeal

DESIGNATED the official "timekeeper" of prohibition repeal, Clyde Hunt, chief field operator of WJSV, Washington, CBS key, highly prizes the watch which timed the historical event. Listening to CBS carry the final vote from the Utah legislative chambers at 5:32 p. m., Dec. 5, Acting Secretary of State Phillips signed the official proclamation of repeal in front of CBS and NBC microphones at exactly 5:49:25 by Hunt's stopwatch. Fred Shawn, NBC announcer, has the blotter used by Secretary Phillips as his prize, showing a perfect reproduction of the signature.

Repeal Convention Broadcast by CBS

ALTHOUGH two amendments to the federal constitution have been adopted since radio broadcasting began, it was not until the prohibition repeal amendment reached the ratification stage that the public was enabled to listen to the clanking of the constitutional machinery.

The twenty-first amendment is thus unique in several ways: it is the first amendment to repeal an amendment, it is the first to be submitted by Congress to conventions rather than to state legislatures, and it is the first to have been ratified within earshot of the whole nation.

With three states scheduled to vote favorably on the amendment on Dec. 5, CBS set up equipment in the state capitols of all three. As expected, Pennsylvania and Ohio ratified quickly, and the network's audience was then asked to stand by to await word from Utah. In Salt Lake City the proceedings were more drawn out, but with 35 ratifications in the convention worked fairly quickly as the CBS-KSL microphones picked up the vital part of the proceedings.

The dramatic moment came when a personally dry delegate, Sam Thurman, raised his voice and declared: "Mr. Chairman, I have a unique honor. When I vote the eighteenth amendment will be dead. I vote 'Aye'." The telegraph line between Salt Lake City and Washington carried official word to the Acting Secretary of State Phillips three minutes after the general public had heard the news.

MORE than 950 consecutive performances of the Wander Co. (Ovaltine) Orphan Annie Show over NBC from Chicago had been presented when the program reached its third birthday on Dec. 8. The show is originated at WGN, Chicago, and is written by Frank Dahm.

CBS Making Bid For Wine Accounts

Knipe Outlines Radio Drive Of Education, Propaganda

Mr. Knipe

DESPITE the fact that CBS has decided not to accept advertising for what is known as "hard liquor," a definite bid is being made for accounts of the wine distributors. Karl Knipe, CBS sales manager, writing in the December WINE AND SPIRITS JOURNAL, says:

"Among the several blessings which can be anticipated with the return of wine is a gratifying display of sparkling radio entertainment under the sponsorship of wine advertisers. Certainly wine and entertainment is an age-old alliance. And radio, more than any other publicity medium, is peculiarly equipped to reproduce the convivial atmosphere conducive to wine drinking.

Outlines Two Approaches

"DESPITE the grace with which radio and wine appear to couple themselves, however, the fact remains that they are now meeting each other for the first time. Since wine makers last advertised their vintages to the American public, radio has progressed from a scientific experiment to a major advertising medium with a responsive circulation of over 16,000,000 families—more than one out of every two homes in the United States. As I see it, there are two routes by which the wine maker can best approach the vast horde of radio listeners.

"The first is education—instructing the generation which has matured within the last 15 years as to the various types of wines, the etiquette of serving and drinking them, and the technique of discriminating between wines of different qualities. The second is propaganda, which would aim on the one hand to broaden the consumption of wine by increasing the number of wine users, and the number of occasions for wine drinking, and on the other hand to control the individual's consumption of wine by extolling the virtues of moderation.

Subtle Suggestion Urged

"THE WINE MAKER would probably do much better to emphasize his points by inference than by a direct appeal. The American public would be sure to resent out-and-out preaching of moderation as much as it has resented Prohibition. But it would be quick to accept the same idea if presented indirectly on the grounds of taste and etiquette. Noted connoisseurs, famous chefs, and hostesses, might for instance prescribe the correct amount of wine to serve as well as the correct types.

"The specific types of wine programs that suggest themselves are legion. They might be classified broadly in two divisions—musical programs that set the atmosphere for wine drinking, and series of dramatic programs that dramatize wine itself and its uses."

Free Theatrical Publicity on Radio

Acceptance of Sustaining Program Postpones Pay Day; Movie Producers Now Realize Value of Broadcasts

By JERRY CROWLEY
Station WIP, Philadelphia

THEATRICAL publicity, one of the most important members of the much discussed radio-free-publicity family, presents many controversial angles. The motion picture or legitimate press representative believes that his star should be received with open arms and low bows to the lucky studio where any thought of charging such a member of the deity for time would be akin to sacrilege because said star has been made a household word and front page personality by every antiquated and modern form of publicity. Until three years ago, when the writer became associated with WIP, he was with the advertising and publicity department of Paramount Motion Pictures, and so has seen both sides of this changing and vital question.

The Movie Fan Club

THREE YEARS ago, although Paramount had partial control of CBS, little appreciation was shown for the value of local station advertising, and yet that form was better suited than the chain programs for publicizing local shows. The writer, then, was personally anxious to secure as much free radio publicity as possible so a Movie Fan Club was organized over WIP.

Each week the members of the club rode gayly through the sky to Hollywood where they "saw" a special preview that, I hope, was made more appealing than it appears in plain print, and I believe it was, for 10,000 listeners requested membership which entitled them only to a "seat" on the magic carpet. The picture we "saw" each week on our radio visit opened the following day in Philadelphia, but this patent display of advertising was disguised by tactfully talking about enough stars of the opposing companies to make the program seem impartial and that the Paramount picture had been selected only because it was best instead of because the weekly check must continue.

Movie Moguls Cold

THE LACK of interest in local radio on the part of the national powers at that time was evidenced by the lack of interest in this program and in the ignoring of two other ideas submitted by the writer. The first idea would have organized Movie Fan Clubs throughout the country, but instead of relying on different announcers a transcription would have been used. This could have been made on the studio set and would have presented the stars, songs, and general picture publicity woven into a pleasant and ticket selling program.

Remember, at that time the free publicity chislers had not swamped the country with poor records, and the average station probably would have accepted a program even if it did plug the local picture. For example, imagine a transcription with Maurice Chevalier singing, describing his war experiences, his early adventures as a Parisian waif, and his dismal feeling when told by an Army doctor that he could never sing as a result of a battle wound.

The major motion picture companies then recognized radio only by sending regular newspaper releases with no attempt to schedule them so as to be broadcast at the time the picture discussed was being shown. The second idea would have changed this and given the stations definite radio continuity based on the newspaper releases. Although common sense said the average station would not change the terse newspaper copy for informal radio usage, this plan was pigeon-holed. By a coincidence, the man who pigeon-holed it, two years later, forwarded a form letter to the writer as program director of WIP asking that a continuity of exactly the same type be used.

Attitude Has Changed

THAT REQUEST signaled a change in attitude. Now the theatrical interests appreciate the great value of radio, but they are still reluctant to pay. During the last two years WIP has been asked to broadcast every "Hollywood Opening" in Philadelphia and has, where commercial programs did not interfere, because our mail response and audience reaction was always great as a result of the personages presented.

When the Ziegfeld Follies opened, a "Hollywood Opening" from the theatre lobby was broadcast at 8:15 p. m., and an all-star review was presented from the stage immediately after the final curtain. The latter program was good institutional advertising as the entire first night audience remained and saw a broadcast of this type for the first time in Philadelphia. Yet the advertiser paying card rate might say: "Well, I'll give you a name and an orchestra gladly if you'll write my continuity, handle the program and talk about my product as if it were something you were privileged to have on your station." And he is right. The publicized star represents only merchandise that must be sold. The merchandise is more attractive than shirts or automobiles; nevertheless, it remains merchandise.

Postponing Pay Day

WHAT is the solution? If every station would bar theatrical programs unless paid for, the solution would be easy, but the temptation of having a "name" in the studio has been known to warm the hearts of the largest stations. The individual theatre manager or small chain operator who would shoulder any burden of radio advertising would very likely object to increasing his budget because he had been led to believe that radio is something he can get for nothing. He expects newspaper publicity, but he pays a great deal of money for newspaper advertising. The average theatre press agent must account to a superior, and a press book with a story from a newspaper with only 10,000 circulation, looks much bigger during a cursory examination than a note saying the picture was publicized on a station which might have one hundred times as many theatre ticket buyers as the paper.

Considering the subject of theatrical publicity and radio from both sides, if a station grants time in the hope it will build prestige, it must accept the fact that it is merely postponing the ultimate time when theatres will pay justly to use the medium of radio which in many instances is more effective than the newspaper in selling theatre seats.

Radio: Publicity Prey for Movies?

BEWARE the Greeks bearing gifts! Close upon Paramount's recent kind proffer of free publicity transcriptions for free radio time comes this one from New York, dated Nov. 27, over the signature of S. Charles Einfeld, director of advertising and publicity of Warner Brothers Pictures. For Mr. Einfeld we will at least say that he is quite frank in his time-grabbing purposes. Needless to say, many indignant broadcasters have written to Mr. Einfeld offering him or his theaters time at card rates. As to why the theater people look upon radio as their legitimate prey for publicity, we commend Mr. Crowley's article on this page. Here are some excerpts from the Warner offer:

For your radio station's program! Actual scenes from important motion picture productions, including musical numbers, played and sung by the actual stars who appear in the screen production. And at absolutely no cost to you. Are you interested? Then we will go into detail.

Warner Brothers and First National Pictures, Inc., are planning to make available for your radio station a series of finely made disc pressings of all of their most important pictures, using the services of the popular stars of each of these pictures for the recording. Each record will run approximately 13 minutes, giving ample time for an introductory and closing announcement by your own announcer at the beginning and end of each program.

Outstanding scenes from outstanding films of the year will be recorded for this broadcasting service. * * * It is our plan to send you these "picture" records approximately three weeks before the picture plays the leading theatre in your city. You may broadcast these records as often as you like and you need not return them. WE REGARD THIS INNOVATION AS EXTREMELY HIGH CLASS PUBLICITY FOR US AND FOR THE THEATRE MANAGER IN YOUR CITY, and as excellent and unusual aerial entertainment for your station.

In order that this service will be exclusive to you in your locality, we are enclosing a stamped and addressed postcard for you to fill out and return to us. Upon its arrival at this office, your name will immediately be entered upon our books as desirous (or not) of taking advantage of our free offer.

Court Upholds Decision In WBBM-KFAB Case Despite Protest of WGN

DECISION of the Radio Commission authorizing WBBM, Chicago, and KFAB, Lincoln, Neb., to synchronize from 10 p. m. to 12 m. on the 770 kc. clear channel, was affirmed by the Court of Appeals of the District of Columbia Dec. 11 over the protest of WGN, Chicago.

The court held that the Commission's authorization permits only an experiment and is not a final order modifying the licenses of the two stations. It stated that, until the stations apply for and are granted regular licenses to synchronize, the decision is conditional and "only for the purposes of conducting experiments which may prove wholly unsuccessful and never be carried into the regular broadcasting service."

The two stations are licensed to share time on the clear channel, with WBBM authorized to use four-sevenths time. By mutual agreement, they have operated simultaneously daytime and shared time at night with WBBM operating from 7 to 10 and KFAB from 10 to midnight. The Commission authorized the stations to synchronize experimentally for the two hours prior to midnight. It was from this decision that WGN appealed.

WGN contended in its appeal that the application was not for experimentation but simply to acquire additional commercial hours for WBBM. It asserted the application should not be granted on quota and economic grounds, and stated that the increasing of radio facilities in Chicago would make other Chicago stations more vulnerable to attack. The court held that quota was not involved and that the economic complaint was "so vague, problematical, and conjectural as not to furnish a present substantial objection to the Commission's decision."

Standard Oil Renews

STANDARD OIL of California, with headquarters in San Francisco, has renewed its contract for thrice daily time signals on the NBC-KGO and Don Lee networks, and has devised a new setup for the Standard Symphonies on NBC. Alfred Hertz, conducting the Standard Symphonies from the San Francisco Community Playhouse, is off temporarily, and instead one broadcast per month is coming from each of four cities, Portland, Seattle, Los Angeles and San Francisco. Lord & Thomas, San Francisco, is the agency.

Women's Program Designed to Please Men Listeners Too

A UNIQUE program designed to attract women and interest men is "Romances of Science," which is sponsored on the NBC-WEAF network by Inecto, Inc., New York (Rapid Notox hair tint) and handled by the Biow Company, New York agency. It has already proved itself a remarkable sales stimulator.

When Inecto decided to turn to network broadcast advertising to increase its sales, certain prejudices were analyzed and subsequently avoided when the program finally reached the air waves. Listener psychology, hard to define and chart at best, was studied intensively, and already the results from the broadcast advertising indicate that this basically sound approach is paying handsome dividends.

Overcoming Male Fears

IT WAS realized that a common male prejudice against hair tinting would have to be overcome. A program was sought that would assuage masculine fears that hair tinting to overcome graying hair was not desirable. It was also realized by the manufacturer that if a program appealed only to feminine listeners a large portion of the wanted listening audience would automatically be eliminated as no matter how appealing a radio series is, it is sometimes rejected by dial twisters unless the basic program idea is "slanted" for both sexes.

These two major difficulties—pacifying the male listening audience by tactful handling of the hair tinting subject and the holding of the largest possible percentage of radio listeners—were overcome long before the staff of professional actors and producers were assembled for the initial rehearsal of the "Romances of Science" program.

"Romances of Science" dramatic sketches began on Nov. 12 over 17 NBC-WEAF stations Sundays, 5.15 to 5.30 p. m. This was selected as the most logical time during which the business woman and the housewife can be reached at home.

Sketches of Inventors

THE FIRST sketch relating stories of great achievements in the fields of science was based on incidents in the life of Charles Goodyear, famous experimenter with rubber. Subsequent historical figures dramatized were Eli Whitney, inventor of the cotton gin, and Elias Howe, inventor of the sewing machine. Future sketches will deal with Cyrus McCormick, inventor of the reaper, and Robert Fulton, father of the modern steamer. Other programs will deal with scientists in a wide variety of fields.

Each program points to the relationship between these great contributions to science and the contribution made by the Notox Laboratories in perfecting an ideal hair tint which has opened up a new promotional field in the beauty industry and a new span of youth for women with graying hair.

The radio copy stresses that "gray hair means heartbreak age" and that "heartbreak age begins with the first gray hair and ends with first application of Notox."

RADIO ADDS NEW FUNCTION

CBS Used to Acquaint Dealers With Consolidation of American Oil and Four Other Producers

RADIO has been put to many different uses by various persons. It started a nation-wide hunt for a "missing" brother. It has helped elect Presidents. And it has, of course, sold everything from cigarettes to automobiles. Last month another function was added to its list, i. e., the drawing together of several factors in an important industrial merger.

When the Joseph Katz Co., Baltimore agency, put the "American Revue" on CBS last October, starring Ethel Waters and comedian George Beatty, its immediate purpose was to spread the news of the merger of its client, American Oil Co., with four other Atlantic Seaboard oil concerns. The commercial continuity was primarily aimed at the dealers, employes and sales force of the five merged companies, to stimulate their enthusiasm and weld them into a cooperative family.

Sponsor Undisclosed

ON THE NIGHT of the first broadcast the "American Revue" announcer said: "The Americans are coming! American marches ahead from Maine to Florida! And now having spoken my eleven words of advertising, I would like to tell you the name of the sponsor to whom you're indebted for this program. But I'm sorry I can't . . ." Making it quite clear that there *was* a sponsor, he went on to say that "all the sponsor has to sell you tonight is just a half hour's solid enjoyment." Simultaneously with the opening of the broadcast appeared a series of "teaser" advertisements in the newspapers.

Gradually the commercial continuity of subsequent broadcasts built up the story. Listeners were told on the second program that the "Americans" represented a recent consolidation, an expansion reaching from Maine to Florida, but the name of the American Oil Co. was still withheld. Finally, on the first Sunday of November, the news broke: that the merging companies were American Oil, Pan American Petroleum and Transport, Mexican Petroleum, and Lord Baltimore Filling Stations; and that American Oil, which had previously been confined to middle Atlantic states from Pennsylvania to North Carolina, would operate all the marketing facilities of the consolidated companies from "Maine to Florida." The radio announcer urged listeners to follow American Oil's newspaper advertisements (which had thrown off their "teaser" cloak).

Turning to Consumers

BEHIND this heavy air wave barrage, American Oil executives travelled through ther new territories, visiting sales conventions of the merged companies and promoting good will among the employes. So far the broadcast continuity has been directed chiefly to these groups, has dealt largely with crude production and pipeline systems, laboratories and tank car fleets—items of secondary importance to consumers. Now, however, it is changing its slant. The slogan, "The Americans are coming," has been revised to "The Americans are here," and future commercial announcements will deal more specifically with the consolidated company's products—Amoco gas, Orange American gas, and Amoco motor oils.

KICK Asks to Move

AUTHORITY to assign the license of KICK, Carter Lake, Ia., to the Palmer School of Chiropractice at Davenport, Ia., and to move the station into Davenport, is sought in applications filed with the Radio Commission Dec. 9. The applications also ask for authority to change the 100-watt station's frequency from 1420 to 1370 kc. KICK was moved last year from Red Oak, Ia., to its present location, a suburb of Omaha. The Palmer School formerly operated WOC, Davenport, which was consolidated with WHO to form what is now the 50 kw. WOC-WHO, Des Moines, and the Palmer family controls the corporation operating WOC-WHO.

R. R. Account Grows

A DOZEN stations are now carrying the daily spot announcements, usually timed with the departure of its trains and featuring a train-caller, sponsored by the Chesapeake & Ohio Railroad in cities along its route and in the Southwest. Newest station to secure a C. & O. contract is KPRC, Houston, which began a 52-week account Dec. 6. Campbell-Ewald Co., Detroit, places the account.

New Transcription Firm

STANDARD RADIO ADVERTISING Co. has been established at 6425 Hollywood Blvd., Los Angeles, by Gerald W. King, manager of KFWB, and Benson Curtis, of the KFWB sales staff. Both will continue their KFWB affiliation. The new firm was organized as a partnership but will be incorporated some time in January, according to present plans. The group will engage only in transcription production at the outset. First series was the "King's Men," male quartet, marketed to stations to be used as studio or commercial feature. January production plans call for start to be made on six series of transcriptions. Studios of Recordings, Inc. and RCA-Victor, Inc. will be used for pressings.

FREEMAN LANG, Sound Studios, Hollywood, have started to produce a sample firm for one episode of each transcription series recorded. The new division will gradually build up a film library for television purposes. Artists and actors will appear in costumes of the times and scenes which they portray. Sponsors, on the advent of commercial television, will thus be able to continue spotting transcription programs and with the addition of films for scenes and action.

Novel Contests Staged At Dedication of KMBC

Mr. Church

THREE novel contests with unusual publicity and merchandising angles were conducted by KMBC, Kansas City, during the recent inauguration of its new transmitter, marked by a continuous 42-hour broadcast. The first was a special broadcast which released 30 carrier pigeons from as many Kansas and Missouri towns to convey to Arthur B. Church, KMBC manager, congratulatory messages from the respective mayors. A prize was awarded to the listener guessing the average speed of the pigeon flying from Pittsburg, Kans.

Then came a "Listeners' Marathon," with prizes awarded to those who kept the best log of time announcements spotted through the 42-hour broadcast. There were 100 cash prizes, first prize being $50. For the children, the station conducted a KMBC transmitter model and transmitter drawing contest, with its television adjunct, W9XAL, broadcasting the ceremonies. Prizes ranged from a bicycle and tool chest to footballs and drawing sets.

Emery Teaching Radio At Boston University

COURSES in radio program production in the curriculum of Boston University, are attracting much attention in New England. Robert Emery, who conducts the Morning Home Hour for Humphrey's Homeopathic Medicine Co. on an NBC-WEAF network Sunday mornings, and who has been in radio for ten years in various capacities, directs the courses. Instruction in the first semester includes the psychology of radio dramatization adaptation of plays and stories, and practical experience in broadcasting. The second semester work comprises advanced technique of dramatizations and the writing of original plays and continuities.

98% of Radio Receivers Checked are Operating

A STUDY by the Psychological Corporation of New York, made public by CBS, reveals that in 43 large and small cities under survey 89 per cent of all the homes interviewed had radios and that 98 per cent of these were in working order. According to CBS, this is a specific answer to the claim made by other advertising media that between 25 and 50 per cent of all radios are out of order and can't be used. "Everybody knows," says CBS, "that sets don't keep themselves in order indefinitely. Therefore, 96 out of every 100 sets up to scratch means that radio listeners by the millions want programs urgently enough to keep on spending money on new tubes, oscillators, antennas, etc.—to say nothing of new sets." CBS is making another study to determine the percentage of replacements of old sets represented in 1933 sales.

An Agency Lauds Disk Syndication

New Opportunities are Seen for Sectional Advertisers, Smaller Stations in Percy L. Deutsch Plan

By F. W. BLUMENSHEIN
Latchford & Blumenschein
Dayton, O., Agency

AN ORCHID for Mr. Deutsch, as the columnists might express it, for his idea of syndicating recorded programs for the convenience of sectional advertisers! Mr. Blumenschein, who has had considerable and rather unsatisfactory experience in trying to reach sectional markets through special hookups of stations, hails the scheme as "practical" and "relatively inexpensive." The sectional advertisers and the smaller stations, he says, are "due for their long-awaited opportunity."

THE ARTICLE by Percy L. Deutsch, president of World Broadcasting System, appearing in BROADCASTING for Oct. 1, should be hailed as most welcome news by the smaller advertisers in this nation. At last they are given an opportunity to "go on the air" in a way that's practical and, what's more to the point these days, relatively inexpensive.

As experienced advertising agency men who have been up against just such a situation as described by Mr. Deutsch, we want to commend him most heartily for his proposed solution of the problems facing territorial, or sectional advertisers wishing to use the radio waves. For some years we have thought that the syndication of recorded programs is the best answer to any radio-minded advertiser with distribution so spotty that chain broadcasts, or even a linkage of local stations by private wires, are impractical because of the high cost involved.

Has Right Idea

WE BELIEVE that Mr. Deutsch has the right idea. We believe that syndicated programs like he suggests will be far better in every respect than those direct broadcasts produced by inexperienced advertisers, or advertising agencies, who are handicapped by the lack of radio technique as well as by the cost of wire charges and the limitation of suitable local talent.

As a matter of fact, we have had first-hand experience in presenting a multi-station program for an advertiser whose distribution was not so spotty in regard to adjoining states, but was decidedly spotty with reference to the larger cities and towns within those states. At the time, some five years ago, we were connected with a local advertising agency whose client, The M. Werk Company of Cincinnati, sold soap products in the main cities and towns of Ohio, Indiana, Michigan, Western Pennsylvania, West Virginia and Kentucky—plus a few scattered communities beyond that particular area.

Used Costly Hookup

THE NBC Red and Blue Network stations within the territory would have cost but little more than the price we eventually had to pay for limited coverage over four stations, but we could not go into Chicago, St. Louis, Louisville and other cities without first making a large, long-time investment in gaining distribution in those cities. And no one station was sufficient, in itself, to draw listeners from other stations serving the communities we wanted to reach. So we were faced with the problem of actually building a private network of our own in order to reach the desired markets.

We wired our Werk "Bubble Blowers" programs from Cincinnati to Detroit, Cleveland and Pittsburgh every week for several years. Costly as this arrangement was, it was better than trying to use four separate groups of talent on as many different stations just to eliminate the wire charges.

Obviously we could have used recorded programs in the cities we wanted to cover. But at that time, transcriptions were unsatisfactory, being wavy, noisy and distorted in tone quality. Also, the cost of transcriptions for just four stations would have nullified any advantage gained in better spot coverage. Had worthwhile transcriptions been available for our client's exclusive use in this territory, the number of stations broadcasting the Werk "Bubble Blowers" programs would have been considerably larger, the results more gratifying, and our talent worries over.

Expansion Is Blocked

ABOUT this time another advertiser in Cleveland was using a local station and wiring his programs to Detroit and, we believe, Youngstown. He wanted to add Cincinnati and Pittsburgh, while we wanted to add Youngstown. But the time under contract, wire charges, and the circuit reversals forced both of us to abandon the idea. This is just another example of territorial advertisers who were kept out of desired markets and off of desired stations because of inadequate service facilities.

Still another of our air clients, Old Reliable Coffee, with distribution limited to Ohio and neighboring states, was further limited to a seasonable 26 weeks' broadcast. This client had to be content with just one station when he could, and would have used at least five others if a regular hook-up had been available at a reasonable cost.

Experience on West Coast

WHILE the writer was doing the Frigidaire continuities for the NBC Blue and Pacific coast networks a few years ago, it was necessary to supply a large number of additional spot stations with transcriptions made by WBS in order to cover certain sections not served by the network at the time of each broadcast, and other stations not on any network at all. Had territorial wire service been available and then priced right, no doubt the "big time" programs could have been piped to many of the secondary stations having schedules flexible enough to take each program as it was broadcast. The other stations could have been served with transcriptions—the only way to overcome handicaps in time restrictions and to "bear down" in any given territory.

So we agree with Mr. Deutsch that a syndicated program idea such as he suggests for sectional advertisers will bring them better results from a better-pleased public. It will give the participating stations larger audiences, finer entertainment, less monotony and more revenue! But all this depends largely upon the kind of programs recorded. They must be right in their general appeal and in their actual production.

Opportunity Knocking

FROM WHERE we sit, it looks like Mr. Deutsch is right in sensing a "psychological change in the broadcasting business." Because we think so, too, we feel that he has the solution in the syndication of recorded programs. If the programs are appealing to the majority of listeners, and if the cost of the programs is within reason, then the sectional advertisers and smaller radio stations are due for their long-awaited opportunity. Let's hope they take their cue and start at once!

Baltimore Bank Places Frank Kent on WBAL

IN STEP with the new trend of banking and financial institutions toward radio advertising, the Baltimore Commercial Bank has contracted for time on WBAL, Baltimore, featuring Frank R. Kent, outstanding political writer of the BALTIMORE SUN and author of various books on politics. He appears each Thursday night at 8 o'clock, EST, in a 15-minute talk titled "Public Affairs."

Gwynn Crowther, president of the bank, expressed much enthusiasm and confidence in the series. "I feel," he said, "that radio broadcasting is an ideal way to reach the people generally. In fact, I believe there is no other medium that makes its contact so directly and with such definite results."

Spooks Eliminated On PTA Protests

Feature Changed so Children Wouldn't be Frightened

FINE for grown-ups but bad for children. That, at least, was the opinion of some 60 members of Omaha and Council Bluffs Parent-Teacher associations regarding a spooky "Krime Klan" radio series drawn up for the Mona Motor Division of the Barnsdall Oil Co.

Invited to a private auditorium of the "Krime Klan's" first half-hour program, the PTA representatives turned thumbs down—even though the program was scheduled for an hour when most impressionable kiddies are tucked away in bed. But rather than promote any ill will, Barnsdall officials and their advertising agency, Bozell & Jacobs, Inc., Omaha, agreed to feature no spooks nor phantoms, and instead put on a blues singer.

"This incident is significant of the critical attitude being adopted by various socially-minded organizations throughout the country," said the agency. "Radio programs are coming more and more to be judged by their moral tone and their possible unwholesome effect upon the juvenile or adolescent mind.

"Granted that censorship of any kind is usually unwelcome to the radio advertiser, he must yet bear in mind that no program which faces organized opposition can be wholly successful, and that good will is as essential to its complete success as commercial results.

"The evident solution to this problem seems to be the procedure that was followed in this instance—a voluntary cooperation between the advertiser and those groups whose purpose it is to work for social ends."

Children's Scrapbooks Used in Dairy Promotion

A NEW SCHEME for dairy promotion has been worked out by George D. Snell, Jr., (Uncle Ben) of the Kangaroo Club of KDYL, Salt Lake City, in conjunction with the L. S. Gillham Agency, Salt Lake City. Children members of the club are asked to prepare scrapbooks to be sent by Uncle Ben to children in hospitals.

To each scrapbook must be attached at least one top from a bottle of Clover Leaf-Harris milk. Prizes are given each week to children submitting the most interesting books. The Kangaroo Club is now in its sixth year on the air. Participating sponsorship by non-conflicting firms is permitted.

"One Man's Family"

WILSON OIL CO., New Orleans (cooking oil) on Jan. 5 will add the Mountain and Southwestern stations of NBC to the present NBC-KGO network for "One Man's Family," domestic serial by Carlton E. Morse. The same show continues to the balance of the United States as a sustaining feature, emanating from the San Francisco studios. The Fitzgerald agency, New Orleans, handles the account.

G. O. P. Charges of Radio "Muzzling" By Administration Arouse the Industry

Commission Scoffs at Report as Republican Committee Refuses to Disclose its "Documentary Evidence"

ALLEGATIONS by the Republican National Committee that the administration has "muzzled" radio and that stations have been threatened with loss of their licenses unless they support NRA have caused considerable stir within the broadcasting industry, despite the fact that they could not be confirmed.

In a new attack upon the Democratic administration contained in a pamphlet made public Dec. 5, the committee charged that it had "documentary evidence" that NRA has attempted to suppress free speech and that stations have been threatened with loss of their licenses unless they censored the use of their facilities in favor of NRA.

"Evidence" Is Guarded

J. BENNETT GORDON, director of the Republican Research Bureau, stated in response to an inquiry from BROADCASTING that the committee does not intend to make public this evidence "until we have a Congressional investigation." Congress does not convene until Jan. 3. Presumably, the data will not be made public until after that date, if at all.

The radio portion of the pamphlet reads as follows:

"They (the American people) object to muzzling the radio. The radio has supplanted the public platform of former years as the medium of public discussion. To censor or muzzle it is to suppress free speech. Notwithstanding General Hugh S. Johnson's repeated public denials to the contrary, documentary evidence is in hand that broadcasting stations have been officially threatened with loss of their licenses unless they censor the use of their facilities in behalf of the NRA."

At the Radio Commission, it was stated officially that it had no knowledge of instructions given stations by any governmental agency regarding the broadcasting of anti-NRA or anti-administration speeches. Republican members of the Commission joined with Democrats in this expression and the charges were branded as mere "supposition."

No Complaints to NAB

SIMILARLY, the networks have disclaimed any knowledge of instructions of this character, either verbal or written. The NAB, through its managing director, Philip G. Loucks, said it has not been advised by any of its station members of receipt of instructions from administration agencies relating to political broadcasts or of threats made by officials.

Although it is known that an investigation was made by NRA and the Department of Commerce, the Republican charges were unequivocally denied. The committee allegations apparently refer to activities by NRA, according to interpretations at the Commission.

General Hugh S. Johnson, speaking before the National Association of Manufacturers at New York Dec. 7, called the radio charge a "bugaboo" and denied it vehemently.

A search of Commission records disclosed only one statement regarding NRA. That was a public statement issued personally by Commissioner Lafount on Aug. 14, after his return from an inspection of the fifth zone of far western states. At that time he advised stations to support NRA, declaring that it was the "patriotic, if not the bounden and legal duty of all licensees of radio broadcasting stations to deny their facilities to advertisers who are disposed to defy, ignore, or modify the codes established by NRA."

Mr. LaFount said he had been requested by a delegation of business men in a Pacific coast city to have the Commission take action against a station which accepted the "cut-rate" advertising of a competitor who had ignored the blanket code and was subjecting them to unfair competition. "Under the Radio Act the Commission has no right of censorship," the Commissioner asserted. "However, the Commission has the right to take into consideration the kind of programs broadcast when licensees apply for renewals."

When asked whether this statement was the "documentary evidence" the committee had to support its charges, Mr. Gordon declared he had "heard" of it. He did not, however, commit himself and he indicated that this was not the basic data.

KNX Expands News

EXPANSION of the news service of KNX, Hollywood, under which bulletins are now being broadcast every half hour from 7 a. m. to 9 p. m., PST, to supplement the four quarter-hour news periods daily, is announced by Van C. Newkirk, program director. This will mean that 22 news bulletins will be heard daily except Sunday at half-hour station breaks. The station has found the news broadcasts among the most popular programs.

"Storing" Speech on Metal Tape

AN ADAPTATION of the Poulson magnetic recorder, which permits of "delayed speech" and thus makes possible the "scanning" of spoken words by radio station officials before they are broadcast, is described in a recent issue of the BELL LABORATORIES RECORD. Engineers point out that broadcasters might use the device to check up the words uttered by speakers, particularly during political campaigns, who might depart from their written text and make statements for which the station might later be held responsible. With the "speech delayer" they could "erase" any objectionable statements.

The Poulson recorder consists of a set of powerful magnets between whose poles a narrow tape of thin iron is passed at any selected speed. The sound from the microphone is amplified and then fed into the magnet. As the magnetism varies according to the pattern of the speech, the iron tape acquires a magnetization which is an exact duplicate of that in the microphone circuit.

After the record is made, the tape can be run off by passing it through a second set of magnets, and the magnetization of the tape creates voice currents in the magnets which can be amplified and broadcast. The system can be arranged so that the delay would be only long enough to permit a rapid inspection, and the metal tape can be used over and over again by subjecting it to a third magnetic field of constant intensity.

Grid Controversy Builds Up Interest In "Football Show"

Postum Suggests New Rule; Program Following Grows

BELIEVING THAT one way of getting people interested in something is to stage a fight about it, General Foods Corporation used this appeal to good advantage this fall with its "All American Football Show," broadcast every Friday night from 9:30-10 o'clock over a CBS 55-station coast-to-coast hook-up.

During one of the broadcasts General Foods made its contribution to American football by suggesting a new rule; i. e., that football officials be allowed to come on to the field during the game for the purpose of explaining a misinterpretation of the rules.

The afternoon before the broadcast General Foods' agency, Young & Rubicam, Inc., wired 50 football coaches throughout the country asking them to listen in that evening and give their opinion of the suggested ruling. Over 30 coaches wired replies, most of them opposing it. And General Foods found itself in the midst of a controversy that was decidedly stimulating to listener-interest in the Postum program. Later the first suggestion was followed with an amendment which made it more acceptable to football authorities.

The purpose of Postum's "All-American Football Show," when it was first put on CBS in the fall of 1932, was to combat the idea that Postum was a hypochondriac's drink by associating it with the spirit of red-blooded sportsmanship. Thet wisdom of this move was evidenced by the fact that Postum's sales began to improve about the middle of last year's series and continued to reflect the beneficial effects of the broadcasts for more than three months after they were concluded. As a result, General Foods, which had originally only tried radio as a "substitute" for part of their magazine schedule, made a definite and sizeable provision for radio in Postum's 1933 budget.

Hook-up Enlarged

THIS YEAR the "Football Show" was revised to include a larger band, better selection of instruments, and a sportsmanship sketch in addition to the weekly talks by noted football coaches. And last year's hook-up was increased to include 12 extra stations. After the first broadcast this fall, the sponsors had evidence of a larger listening audience (per station) than at any time during last year's series.

Since then they have further increased the program's appeal by broadcasting for the first time, dramatizations of the traditional contest between America's two oldest preparatory schools—Exeter and Andover Academies—and by playing for the first time over the air new songs of several prominent colleges.

MARY ALCOTT, introduced by Paul Whiteman recently as "Miss Chicago," having been discovered in the Northwestern University campus, has joined the artist staff of WLW, Cincinnati.

RADIO MUSEUM IN RADIO CITY

NBC Exhibit of Early Broadcasting Equipment Forms Nucleus of Permanent Historical Display

RADIO'S history is graphically depicted in the new Radio City headquarters of NBC, where relics of the early days of broadcasting are surrounded by the most up-to-date facilities in the world. With the idea of establishing a permanent radio museum, NBC has gathered together an extensive collection of early broadcasting equipment, which contrasts vividly with the modern wonders on view in the main control room of Radio City.

In the collection are odd radio tubes from all parts of the world, ranging from some as small as a thumb joint to huge 100,000 watt bulbs. The first "loop" ever used instead of an antenna for receiving also is included in the collection, which is housed in the lobbies of the mezzanine, fourth and fifth floors.

Also on view are an OP-3 amplifier, a portable pickup amplifier which was used at WJZ in 1924, original experimental television apparatus and a 14-coil "mixer" used in the first grand opera broadcasts with a large number of different microphone pickups.

The microphone section of the exhibit contains the original "globe" microphone, bigger than a basket ball, early carbon "mikes," the huge 6-foot parabolics, and the small and trim "ribbon" velocity microphones which are the very latest development.

Commercial View of Australian Radio

Sparse Population Proves An Obstacle to Dual Eystem; Government Stations Have Superior Power, Talent

By H. P. VAN BLARCOM
Former Assistant U. S. Trade Commissioner at Sydney

BECAUSE of the growing interest of American advertisers in Australia, as evidenced by the introduction of some U. S. radio accounts there, *BROADCASTING* presents this economic analysis of the dual governmental and privately operated system of Australian broadcasting by a recently-returned assistant U. S. trade commissioner. Spot broadcasting designed to reach the six metropolitan centers appears to offer the most promising possibilities.

AUSTRALIAN radio broadcasting has been operated under a dual system for the last five years. Under this arrangement, the government operates a chain of eight main broadcasting stations and, up to July 1, 1933, four relay stations, while there are 46 privately owned stations scattered throughout the commonwealth. The government system is known as the "A" class group, while stations privately operated are in the "B" class.

The "A" class group is operated through the Australian Broadcasting Commission, which obtains its revenue from the annual listeners' license fee of 24 shillings ($5.83 at par), while the privately owned stations are maintained by their own funds or by unrestricted advertising programs. Sydney and Melbourne each have two "A" class stations, while Brisbane, Adelaide, Perth and Hobart each have one. The relay stations are located in the country areas, relaying programs from the metropolitan stations. Present plans call for additional relay stations so that eventually all rural areas will be satisfactorily covered by the government chain. The privately operated stations are about equally divided between the metropolitan and country districts, with Sydney and Melbourne, each having a population of approximately 1,250,000, supporting six stations apiece.

Little National Advertising

IT SHOULD BE necessary first to indicate the fact that Australia is approximately the same size as the United States although its population is only slightly over 6,500,000. More than half of this population is centered in the six capital cities of the commonwealth, leaving vast areas of country practically unpopulated. Because of this situation there are comparatively few nationally advertised products, each large city maintaining industries catering in large measure to the metropolitan area or confined to the limits of its own respective state.

Because of this situation, radio advertising is largely of a direct nature and industry does not find that the coverage of one broadcasting station is sufficient to allow for the outlay of fairly large sums for sponsored sessions. Thus, about 80 per cent of the programs of "B" class stations consist of recorded items. In our own country, we may find a fairly large amount of time taken up by recorded items but not nearly the same percentage as in Australia. Our country supports a much more thickly settled and infinitely larger population which has enabled us to establish nationally known products with much larger distribution, offering sponsored programs to our several hundred stations.

This wider market enables us to support a far greater number of stations which, in turn, have been able, in most cases, to obtain sufficient funds to secure equipment which will enable them to be heard effectively within their respective marketing areas. Australian privately owned stations, on the other hand, have not had the opportunity of raising sufficient funds to obtain complete modern equipment. Direct advertising with the use of recorded programs is returning revenues at the present time which should allow for efficient equipment in the near future for the more progressive stations. With so many stations in the large metropolitan areas, however, competition is most severe and the lack of sufficient sponsored programs is definitely noticeable.

With regard to the government chain, conditions are somewhat different. The revenues from listeners' license fees has given the government an opportunity to set up comparatively powerful stations. There are only two government relay stations with unmodulated aerial power of 2,000 watts, while the other two have power ratings of 7,500 watts. The average for the main stations is 5,000 watts direct current input, while the privately owned and operated stations can boast of only one of their number having a power of 3,000 watts, while the average is nearer 1,000 watts. Conditions are such that even some Sydney stations cannot be heard satisfactorily in some suburbs.

Government Has Advantage

THE GOVERNMENT stations have a further advantage in view of the fact that half of each license fee is used by the Broadcasting Commission for radio programs. With approximately 470,000 licenses in effect on July 1, 1933, this means that there was available approximately $1,350,000 for programs. The privately operated stations are not in a position to meet this competition for the services of radio performers and must naturally resort to the recorded items. The commission is in a position to support large orchestras and even to import talent for its network which is necessary to some degree because the small population is unable to produce sufficient talent in all fields. No chain of private stations has been developed which could offer much competition in this connection, but as population increases and the need arises it is quite probable that one or more chains of "B" class stations will be developed.

Because of the almost continuous use of direct advertising over the "B" class stations, some dissatisfaction has been noted among listeners who have found it more convenient and entertaining to tune in one of the government stations in order to secure an uninterrupted program. But even in the case of the government stations it is necessary to satisfy the country areas and, therefore, programs must be arranged which have some measure of appeal to the rural population. In the United States we do not find the country population so isolated from metropolitan areas that it is necessary to resort to this procedure. Our greater number of stations permits a wider variety of programs which must be generally satisfying to the great majority of listeners. In fact, our stations sometimes offer simultaneous programs from which it is hard to choose one, but in Australia this would be a rare treat.

An idea as to the working of the Australian system can be gained if we were to suppose that the Federal Radio Commission had control of a picked group of American stations representing the best in the country. The Commission would be operating these stations with a huge fund at its disposal but would not be using advertising. Each of the other stations would be privately owned and operated, and would be forced to rely almost entirely on direct advertising for its revenue. Because of the funds at its disposal, the Commission would control the best equipped stations and would be in a position to secure the best talent available, thereby dominating the broadcasting field insofar as effective reception and entertainment were involved.

When Australia becomes more thickly settled, the dual system might work out much more satisfactorily as the privately operated stations could expect more sponsored programs offered by firms having larger markets; they would have a greater coverage by radio at more attractive prices; there would be more talent available for the two systems; and the public generally would find that their radio needs would be more effectively presented.

Wisconsin Stations Ask For Three Frequencies Now Held in Chicago

HALF TIME on the 670 kc. clear channel used by WMAQ, Chicago, is sought in an application filed with the Radio Commission Dec. 4 by WHA, Madison, Wis., operated by the University of Wisconsin. Two other applications from Wisconsin stations for frequencies now used by clear channel stations in Chicago are pending and have been designated for hearing Jan. 8. The new applications will be heard at the same time.

WHA, now operating daytime on the 940 kc. channel with 1 kw., asked that it be consolidated with WLBL, Stevens Point, Wis., operated by the state of Wisconsin on 900 kw. with 2.5 kw. daytime. A new 5 kw. transmitter would be installed at Stevens Point with studios on the university campus.

Now pending before the Commission are the applications of WTMJ, Milwaukee, and WIBA, Madison, both newspaper stations, seeking the facilities of both WHA and WLBL. WTMJ also is applying for half time with 5 kw. on the 670 kc. channel of WMAQ and for authority to build a new station at Ellis, Wis., to operate on 900 kc. with 1 kw. night and 2.5 kw. day, taking over the facilities of WHA and WLBL. WIBA is applying for full time on the 720 kc. clear channel used by WGN, Chicago. WMAQ is seeking an increase in power from 5 kw. to 50 kw.

Waterbury Applications Now Before Commission

IN A REPORT submitted to the Radio Commission Dec. 8, Examiner Ralph L. Walker recommended the granting of a new 100 watt daytime station to operate on 1190 kc. at Waterbury, Conn. Applicant is Harold Thomas, now an engineer of WSAR, Fall River, Mass. The examiner found the state was underquota and the applicant was technically and financially capable of operating the proposed station.

Pending its disposal of the Walker recommendation, the Commission also has before it the application of the WATERBURY AMERICAN-REPUBLICAN, newspaper, seeking 1 kw. on the 1520 kc. channel. The Commission is expected to determine shortly whether the 1500-1600 kc. band, recently designated for general communications, shall be opened to broadcasting services. Upon determination of its policy, it is expected to set the newspaper's application for hearing.

Canadian-Mexican Clash

REPRESENTATIONS have been made by the Canadian Radio Commission to the Mexican government against interference that has developed on CRCT, the Commission's own 5 kw. Toronto outlet (formerly CKGW) on 960 kc. Engineers located the hetrodyning as coming from a new high power station in Mexico City. The 960 channel is one of the exclusive waves assigned to Canada under the U. S.-Canadian agreement of May, 1932.

LONG REMOTE JOB
WDSU Carries Senate Hearing On Louisiana Election

REJECTING all other time reservations, sponsored or sustaining, WDSU, New Orleans, carried the full proceedings of the U. S. Senate sub-committee's investigation of the Overton-Broussard election, in which the fiery Huey Long was a central figure, from the afternoon of the fourth day of the hearing on Nov. 16 to the final session Dec. 2. Installation of a microphone in the hearing chamber was authorized by Senators Connally, Logan and Thomas.

Joseph H. Uhalt, operator of WDSU, claims that this was one of the longest continuous remote control jobs in the history of southern broadcasting. Tremendous listener interest was attested by the fact that 50 phone calls were received one morning when the hearing was 15 minutes late in starting.

WDSU had attempted to carry the first hearings last spring but was denied permission. Mr. Uhalt, Commercial Manager P. K. Ewing and News Commentator Dan S. Moore tried again and the Connolly committee agreed. George S. Pierce, chief engineer, and Dan R. Hines, his assistant, handled the remote under Mr. Moore's direction.

Two Southern Stations Ask Power to Move

IN A MOVE to secure increased power, WREC, Memphis, applied to the Radio Commission Dec. 9 for authority to move its main studio from Memphis to State Line, Miss, just south of the Tennessee state line. The application asks for a power increase from 500 w. night and 1 kw. day to 1 kw. night and 2.5 kw. day. Tennessee is overquota in its due allotment of radio facilities and Mississippi is underquota.

The Commission on the same day received an application from WRAM, Wilmington, N. C., for authority to move into Durham, N. C., and to change its frequency from 1,370 kc. to 1,500 kc. It also received an application of WSOC, Charlotte, N. C., recently moved there from Gastonia, N. C., for an increase in daytime power to 250 watts.

Special Relay

WHEN the "March of Time" was relayed to the British Broadcasting Corporation Dec. 9 for English listeners, it had to be a special presentation prepared for the occasion, without the commercial announcements that form part of the Friday broadcasts over CBS for Remington Rand. With additional news to replace these, and a brief credit line explaining to British listeners that it was made available "through the courtesy" of Remington Rand, it was otherwise the same as the broadcast of Dec. 8.

A HEARING has been ordered by the Radio Commission on the proposal to move WLEY, Lexington, Mass., into Lowell, Mass., and to increase its hours to full time.

Congress to Rewrite Tugwell Bill

(Continued from page 8)

law required to frighten possible purchasers from buying it.

"Clause (a) of Paragraph (b) provides that an advertisement shall be deemed to be false if it includes any representation concerning the effect of a drug which is contrary to the general agreement of medical opinion. The volume of argument against the phrase 'general agreement of medical opinion' has already grown to such proportions I need not add to it. To sum it all up, the phrase may be characterized as ridiculous. My suggestion for a substitute for Clause (a) is as follows:

any representation concerning such drug which is not supported by scientific or medical test.

"In Paragraph (c), which is designed to protect the public against dangerous self-medication, it seems that the restriction on advertising is too severe. As it now reads, the paragraph prohibits any advertisement of a drug representing it to have any effect in the treatment of a list of diseases. It should be adequate if the word 'curative' be inserted before the word 'effect,' which would permit the advertiser to mention the name of a disease, but would prohibit him from making any representation that the drug has a curative effect upon it. * * *

"Our greatest immediate concern in the whole matter is the possible effect on economic recovery in this country. There is not the least doubt that the passage of this bill without modifications would so greatly discourage manufacturers and sellers of foods, drugs, and cosmetics from attempting to advertise their wares that the volume of their advertising would be reduced tremendously. This in turn could not help but radically shrink the volume of business in this field, which would naturally result in substantial . lessening of employment and profits."

Separate Food Bill Asked

CHARLES WESLEY DUNN, of New York, counsel for the Associated Grocery Manufacturers, Inc. and American Pharmaceutical Manufacturers Association, voiced opposition to the definition of advertising as false if it created a misleading impression. He likewise said it gives "too broad" administrative power to the Secretary of Agriculture.

Sebastian Mueller, vice president of H. J. Heinz Co., Pittsburgh, proposed a separate bill covering food products, although he felt the bill itself was desirable. Food, he said, deserves separate consideration. He objected also to the factory inspection provision, declaring this should be done only if public health safeguards are involved.

Frederick Allan Witmarsh, of the National American Wholesale Grocers' Association advocated revision of the present law rather than adoption of the Tugwell bill.

Squibb Urges Changes

Appearing in favor of the proposed bill, John F. Anderson, of the E. R. Squibb & Sons, declared that certain of the provisions should be altered, and that the "advertising vice" should be remedied. The rights of honest manufacturers would not be impaired, he said.

In behalf of candy manufacturers, William F. Heide, representing the National Confectioners Association, declared the bill would inflict a great deal of hardship upon that industry and that it would be almost impossible to conform. Dr. Stroud Jorden, chemist for the organization, reiterated this view, declaring that the bill, among other things, would mean the disclosure by confectioners of secret processes to their competitors.

Vehement opposition to virtually every sentence of the bill was voiced by H. B. Thompson, of New York, general counsel of The Proprietary Association. "I have never read a bill so grotesque in its terms, evil in its consequences and vicious in its conception," he shouted. He charged the measure provided for a verdict by the Department of Agriculture first and trial afterwards. "The bill," he declared, "departs in principle from everything except Alice in Wonderland." He advocated retention of the old act with amendments.

Would Revise Old Law

MR. THOMPSON was followed by Huston Thompson, former chairman of the Federal Trade Commission, representing Health Products, Inc. W. Bruce Philips, of the National Association of Retail Druggists, and Col. J. H. Hayes, representing the Cheeseborough Manufacturing Co., who advocated revision of the old law. Charles M. Cox, appearing for the American Feed Manufacturing Co., asked that the bill be divided into two measures, one to apply to cattle and the other to human beings.

Donald J. Burke, vice president of the George H. Lee Co., Omaha, proposed a substitute bill which Senator Copeland declared would be given consideration in rewriting the pending measure. Control over advertising of the products covered, Mr. Burke suggested, should be vested in the Food and Drug administration, rather than in the Trade Commission, since the agency of the government which decides what can be said on labels should govern the advertising of the same products.

Two kinds of procedure should be specified in the bill, Mr. Burke declared—one remedial, and the other criminal. The government should be forced to prosecute criminal cases, as suggested by Senator McNary, with provision made for "informal conferences" relative to innocent violations, probably with authority to issue cease and desist orders to take care of all cases except those of outright fraud, he asserted.

Copeland's Reassurances

SENATOR COPELAND made clear that the purpose of the bill is not to control industry, but for the protection of the consumer against the unscrupulous few in each industry. "I will insist," he said, "that every amendment presented be given full consideration."

A furore was caused when Ray C. Schlotterer, representing the New York Board of Trade, declared the bill was "anti-NRA" and was not supported by the public. He said a canvass had been made of some 100 chambers of commerce throughout the country, and that 55 replies thus far received indicate conclusively that there is no demand for a law of the character of the Tugwell bill. He charged that, because of the uncertainty caused by the bill among three major industries, advertising is being "held down."

Chairman Copeland said he did not believe the Board of Trade was on "solid ground" in this view, and that he felt there was real need for permanent control of these industries. It was shortly after this testimony that Robert Lynd, of the NRA Consumers Advisory Board, appeared to refute the charge that the bill was contrary to NRA, and defended the proposal that consumers be educated to buy by standard qualifications of the department rather than by advertised brands and slogans. He was followed by Robert Eliot, associate counsel of the Department of Labor, who denied the allegation that the legislation would increase unemployment.

Honest Suffer for Few

LEE H. BRISTOL, vice president of Bristol-Myers Co., New York, and chairman of the board of the Association of National Advertisers, opposed the measure as one which would strike legitimate industry for the sins of an unscrupulous few. He said the "chamber of horrors" represents an infinitesimal minority of industry, declaring that the permanently established better type of manufacturer is not only consumer-conscious but more so than the consumer himself. The "life-blood" of the manufacturer's business, he said, is knowledge of the consumer's needs and his protection. "I hate to have the thought," he said, "that only the exceptions are ruling in this legislation."

Northam Warren, president of the corporation of that name, manufacturing Cutex and other cosmetics, appearing for the Associated Manufacturers of Toilet Articles, declared his organization was sympathetic with the purposes of the bill in driving crooks and scoundrels out of the cosmetics field. He said, however, that those manufacturers held up to public scorn actually represent less than one one-hundredth of one per cent of the annual turnover of the cosmetics industry, estimated at $240,000,000.

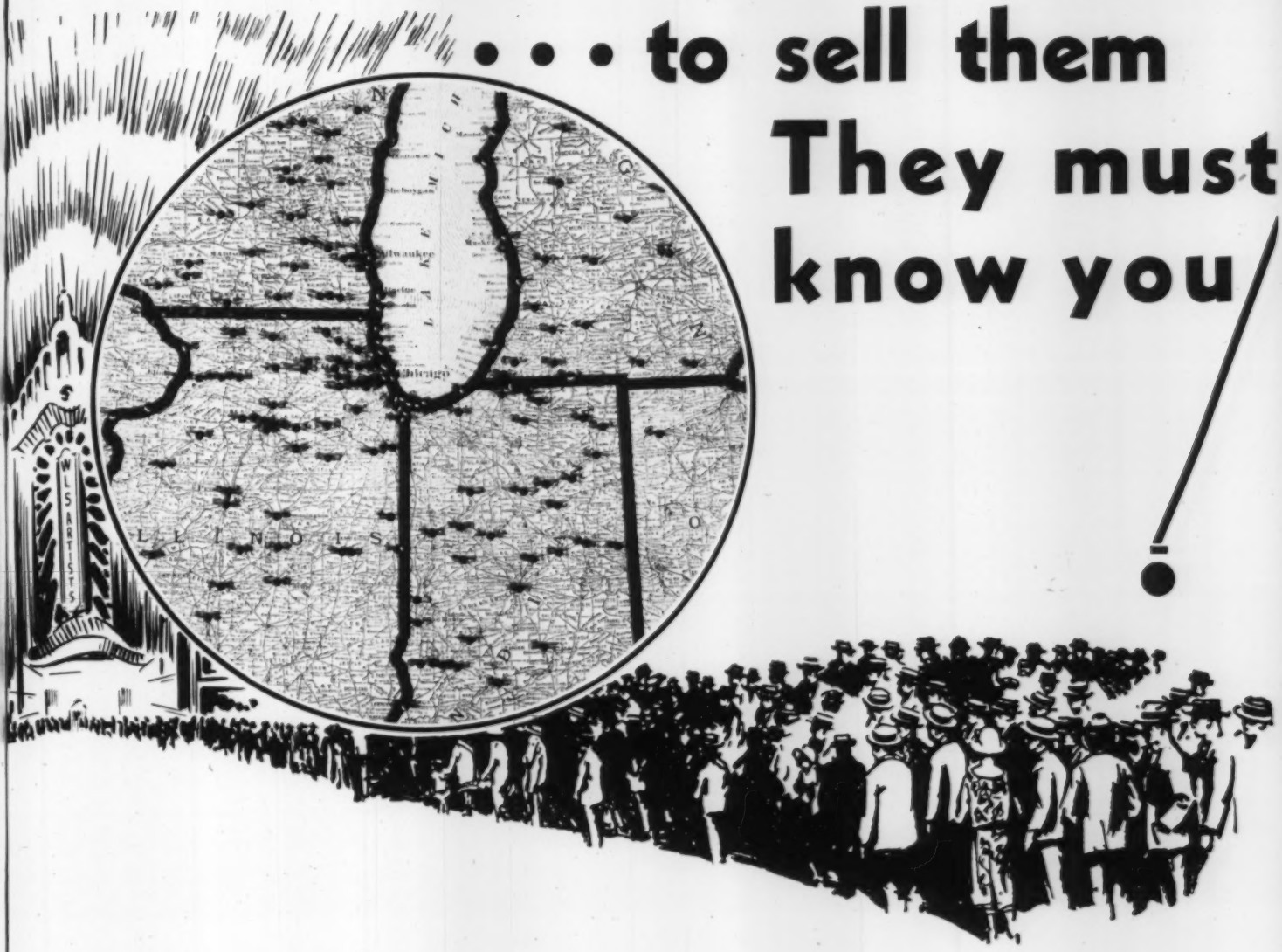
Cosmetics, he said, have no relation to public health, and should not be in the bill at all. He said cosmetics manufacturers spend substantial amounts for all kinds of advertising, and have been forced to compete with the manufacturers of "worthless nostrums." Advertising of such products should be "cleaned up," he said.

Want Cosmetics Separated

HUGO MOCK, counsel for the same organization, declared the advertising provisions of the bill, if enacted, might prove a boomerang to Uncle Sam. The first thing he

(Continued on page 36)

. . . to sell them They must know you!



During the past year, over 1,500,000 people have attended the personal appearances of WLS radio artists in theaters of 200 towns and cities in our primary listening area (mapped above). In a year when a "sell-out" in any city is front page theatrical news, these entertainers have repeatedly "turned them away." They've left a trail of excellent attendance records throughout Illinois, Indiana, Michigan and Wisconsin—and made thousands of WLS friends.

Add to this "a capacity run of 91 consecutive weeks (to date) of the WLS National Barn Dance at the Eighth Street Theater in Chicago" and you have conclusive proof that Mid-west listeners like WLS entertainers and WLS programs.

Several years ago, WLS started this campaign to build a friendly affection between its listening audience and its entertainers. Personal appearances, remote control broadcasts, community programs, Family Albums, scrap books, and the like, all played their part. TODAY, WLS advertisers are profiting in the form of new sales records, directly traceable to WLS advertising.

We have records of many WLS successes we'd like to show you. But more than that, we can show how **YOU** can use WLS to reach the Mid-west market with a plan that will boost **YOUR** sales. When shall we call to talk it over?

WLS

CLEAR CHANNEL

50,000 WATTS

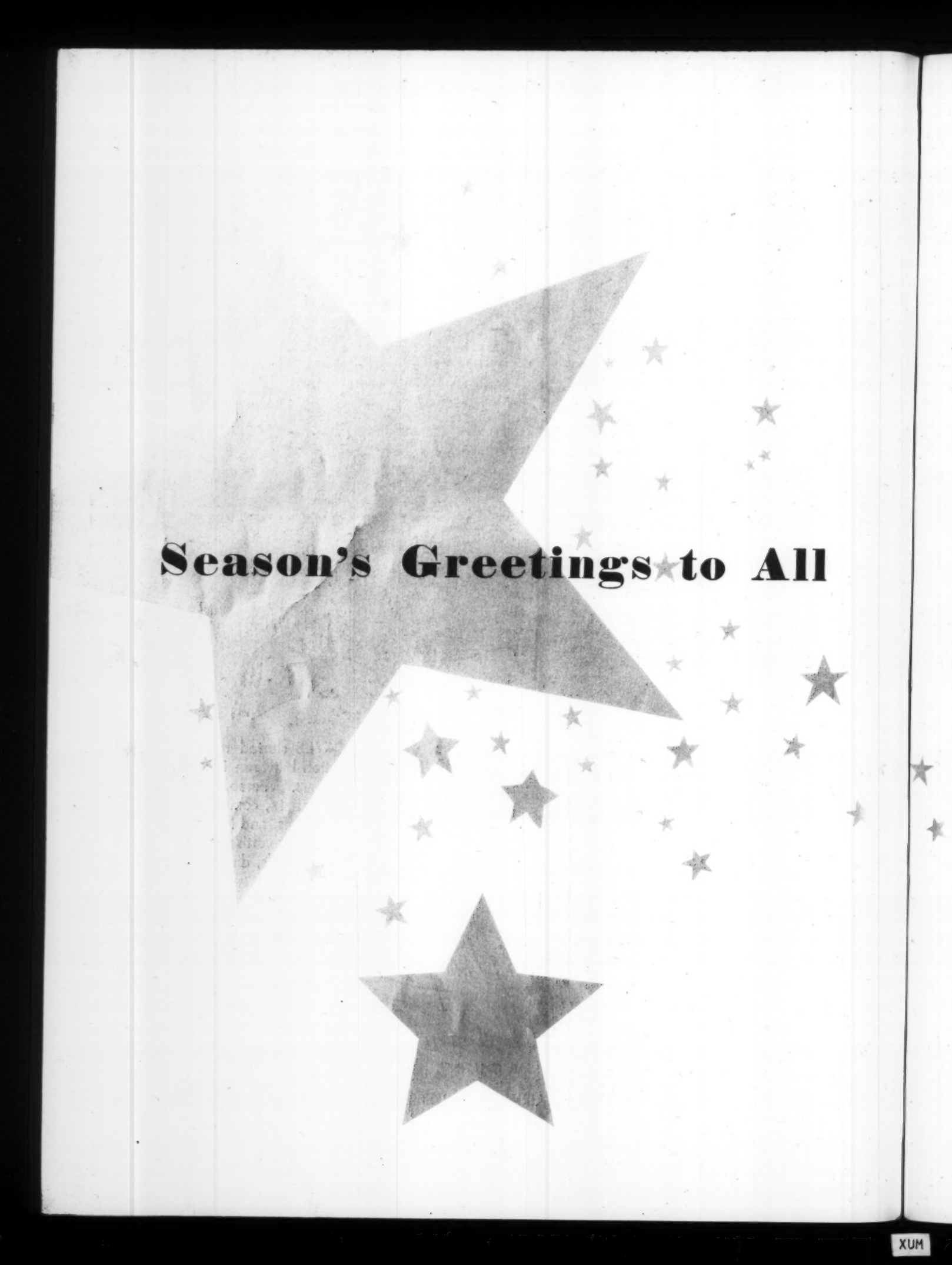
The PRAIRIE FARMER Station
CHICAGO

870 KILOCYCLES

RIDGE D. BUTLER, President

Studios and Offices: 1230 W. Washington Blvd., Chicago

GLENN SNYDER, Manager


Season's Greetings to All

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. • Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to thank them for their patronage, and to express the hope that the services we have rendered them may also have contributed to their success. • With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

ATLANTA	WSB
BALTIMORE	WFBR
BIRMINGHAM	WBRC
BUFFALO	WBEN
DALLAS	WFAA
DENVER	KLZ
FORT WORTH	WBAP
HOT SPRINGS	KTHS
HOUSTON	KPRC
INDIANAPOLIS	WFBM
KANSAS CITY	WDAF
LOUISVILLE	WHAS
MEMPHIS	WMC
MILWAUKEE	WTMJ
NASHVILLE	WSM
NEW ORLEANS	WSMB
NORFOLK	WTAR
ST. LOUIS	KSD
SALT LAKE CITY	KSL
SAN ANTONIO	WOAI
SHREVEPORT	KTBS
TAMPA	WDAE
TULSA	KVOO
WICHITA	KFH

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End of Chiseling

RADIO'S CODE of fair competition, which became effective December 11, merits well the closest scrutiny of all radio advertisers and their agencies. Its trade practice provisions especially should be read. They are explicit and clear. They mean precisely what they say. They represent the best thought that the broadcasting fraternity could muster. They should sound the death knell of rate-cutting, unearned commissions, rebates and—very importantly—contingent or per inquiry contracts. Stability is at last to be brought into the business of broadcasting, with the force of government behind it.

This is not to say or infer that advertisers and agencies are to blame for the evils that have beset the business side of broadcasting. The fact is the stations have been chiefly at fault in their eager quest for the advertising dollar and, if the truth be told, their lack of experience in advertising practice. The NRA code is designed to make what is good for all good for one. It remains to be seen who will attempt to "chisel" from this time forth, and it remains for the Code Authority to "crack down" on those who won't play the game under its new rules.

Common Sense Approach

COMMON SENSE food, drug and cosmetic legislation now seems assured. The first hurdle in the campaign for revision of the so-called Tugwell Bill, to eliminate its bureaucratic provisions and to make the legislation coherent, was negotiated successfully at hearings before the Copeland subcommittee of the Senate Commerce Committee.

As an immediate result of the criticisms of more than a score of witnesses representing these industries, and of spokesmen for advertising media, Senator Copeland has indicated that the bill will be rewritten. All provisions concerning advertising, which as written would have given the Secretary of Agriculture broad censorship powers, are headed for revision. It is indicated, too, that there will be a general toning down of the pending bill, and that unqualified grants of dictatorial powers to the Secretary of Agriculture, over the manufacture, sale, labeling and advertising of commodities will be revised sharply.

The subcommittee hopes to finish its work before the end of the year. It is the desire of the administration to get food and drug legislation enacted early in the new session of Congress, which begins Jan. 3. These have been many manifestations of Congressional opposition to the measure, however, and it may require more time than government sponsors have calculated to complete the legislative course.

There probably will be hearings before a committee of the House also. Opponents of the measure now seems to be so well organized that there will be no let-down in the attack. It is safe to say that the bill will be in for plenty of oratory, both pro and con.

The administration wants new legislation to supplant the antiquated Wiley bill, enacted in 1906. Many opponents of the pending measure have advocated amendment of the 1906 law, rather than enactment of new legislation, and they made a good case for themselves. That move, however, does not appear to be in the cards. It is generally conceded that a new law, embodying the less drastic principles of the Tugwell proposal, will be on the statute books before the next Congress adjourns.

Political Byplay

THE CHARGE of the Republican National Committee that radio is being "muzzled," apparently can be discounted as just another bit of political byplay. It cannot be substantiated in any quarter. Perhaps some new official at NRA, with an exaggerated idea of his importance, did send a letter to some station advising it to lay off anti-NRA talks. Perhaps the Republican Committee misinterpreted remarks made by some person identified with the administration. But it appears that no one with authority to speak for the administration ever attempted to censor radio or to threaten stations with loss of their licenses if they did not support NRA, as charged by the Republicans in their recent handbook of recriminations against the New Deal.

The incident, however, is important for another reason. It shows that radio, as a powerful medium for moulding public opinion, is coming more and more into the political limelight. It presages an era in politics where freedom of the radio will become as much talked about as freedom of the press. It is fortunate that few stations—none to our knowledge—indulge in partisan politics, as do the newspapers. Radio is conducting itself as a public forum, open to all sides in politics.

Stations have been forced, because of the political provision in the law, and because of court opinions relating to libel, to exercise extreme caution in throwing open their microphones for political addresses. The latest political attack should put stations on their guard more than ever in handling politics.

The RADIO BOOK SHELF

ADVERTISERS and broadcasters will watch with interest the detailed results of the LITERARY DIGEST poll on radio audience "likes" and "dislikes," part of which was disclosed in the first of a series of articles in its Dec. 9 issue. The analysis of the votes in the succeeding articles may, as the magazine states is its intention, "serve as a guide to radio announcers and program makers." The DIGEST'S remarkable record for accuracy and fairness in its political polls make this one all the more significant.

An inkling of what is to come is furnished in the Dec. 9 article, which states that there were 205,336 individual votes returned in its coupon poll. The "likes" ran far ahead of the "dislikes," the score being 124,065 to 81,271. Every section of the country and every stratum of society is represented, the article said. Letters of praise and complaint accompanied many of the votes, which were contained in 16,400 returned coupons.

"The material," reports the DIGEST in the first article, "reveals what the 16,400 think of jazz, crooning, radio comedians, announcers, news commentators, conspicuous personalities of the air, advertising, singers, orchestras, talks, stories, plays, sketches, religious subjects, children's programs and many others. Under the single blanket term, "music" more than 220 items are listed; under "comedy," 37; under "religion," 22.

"Likes and dislikes flowed in torrents. Not only were the 16,400 glad to seize upon the coupon to register their dislikes, they seemed delighted to proclaim their preferences, as witness the fact that constructive suggestions exceeded the knocks by 42,794. Almost prayerfully, many signers hoped that the test would result in an improvement in radio—of course along the lines of their particular desires."

THE RADIO ACT of 1927 provides a basis for the regulation of all interstate and foreign radio transmissions, J. Warren Wright, of the radio division of the Navy Department, points out in an article on "Some Aspects of Radio Law" in the November issue of PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. Holding that radio transmission is clearly interstate commerce, he compares broadcasting and billboard advertising from a legal standpoint. The paper also discusses the legal aspects of the broadcasting of copyright material, the police power of states to regulate certain aspects of radio and the liability of broadcasters for libel uttered over their stations.

AN UP-TO-DATE encyclopedia on standard time has just been issued by the Bureau of Standards under the designation of Circular No. 399, "Standard Time Throughout the World." It includes a brief historical sketch of the development of the standard time system, a list of official radio stations in the United States which send out time signals, a list showing the legal time in practically every part of the world and maps illustrating the international time zones. Copies may be obtained from the Superintendent of Documents, Government Printing Office, at 5 cents each.

We Pay Our Respects to—

GEORGE FORD McCLELLAND

IF THERE is any one man in the broadcasting industry to whom all of its 12,000 regular employes and its thousands of artists owe a real debt of gratitude, it is George Ford McClelland — the man who "invented" the sponsored program.

Until a few weeks ago the name McClelland was synonomous with NBC. On Oct. 20, however, he resigned from the world's first network, which he helped found, and announced he would embark on a chain venture of his own. Beyond saying that his network would be nation-wide and would function on a mutual basis, Mr. McClelland has not divulged his plans. He hopes to begin operations next fall.

Folks in the business of broadcasting have come to regard announcements of new networks lightly because they know the odds are against them. When, however, a man of McClelland's stature in radio talks of a new network, there is real interest. For nearly everybody in radio knows him as an experienced executive and a "master salesman" who has been through the network mill and who knows every angle of the business first hand. The fact that he is making haste slowly also is regarded as evidence of a circumspect approach to a huge project.

The story of George Ford McClelland is largely the story of organized broadcasting. He has been intimately and actively associated with broadcasting since 1922 when he took over management of WEAF, which became the first commercial station. In 1926, when NBC was formed, he became its vice president and general manager. Later he became first vice president, then assistant to the president and, a few months before he resigned, vice president in charge of sales.

It was in 1922 that "Mac," as he is known to his friends, joined the American Telephone & Telegraph Co. and found WEAF on his hands. Then only 28 years old, he became the station's first commercial manager. He was the first to suggest the formation of entertainment units to be named and sponsored by nationally advertised products. He took the job at WEAF after his return from the world war and after he had recovered from the effects of a shrapnel wound which had put him out of action for three months. His past experience had been in the publishing and advertising fields.

In those days broadcasting was anything but an industry. Programs were performed and performers recruited on the spur of the moment when atmospheric and other conditions were found favorable for "taking the air." There were no set schedules or regular daily broadcasts. There was no adequate radio law and stations were popping up whenever any individual wanted to spend the money for the equipment.

It was then that McClelland figured it might be wise to throw open WEAF's facilities to people who wanted to broadcast without the necessity of building stations of their own. This became costly, and the problem of who was to pay for broadcasting came up. Many amusing schemes were suggested. Free contributions were requested from listeners as a fund out of which artists might be paid for radio performances. Less than $8,000 was received, and $5,000 of that came from one philanthropic individual. The money was returned and a search for a plan continued.

At McClelland's suggestion the sponsored program was introduced at WEAF and became the solution of the problem. Big business began to discover for itself that radio was a mighty medium for building good will. Real talent was brought before the microphone. The new mode of communication was opened between commerce and the public. It was the birth of commercial broadcasting.

Yet even with the problem of broadcast sponsorship settled, all was not clear sailing. Sponsors were satisfied with the results of their broadcasting efforts, but they were unable to expand them. If they wanted the program presented in New York to reach listeners in other localities, they had to repeat the broadcast from local stations. But local stations, situated far

(*Continued on page* 32)

PERSONAL NOTES

HENRY K. NORTON, author and lecturer, long identified with the Carnegie Endowment for International Peace, has joined the executive staff of NBC at New York headquarters. He will be an assistant to Mark J. Woods, who is general manager and assistant to the executive vice president, Richard C. Patterson, Jr.

RAY LEWIS, formerly of KOH, Reno, Nev., and Robert Renebaughm, formerly with the Standard Oil Co. in San Francisco, have joined the commercial staff of KGGC, San Francisco.

SAM H. BENNETT, former commercial manager of the Southwest Broadcasting Co., key station KTAT, Fort Worth, has been promoted to station manager by L. H. Armer, SBC president.

DALE ROBERTSON, formerly general manager of WIBM, Jackson, Mich., has been appointed assistant to George B. Storer, president of Essex Broadcasters, Inc., operating CKLW, Detroit-Windsor. Mr. Robertson will be located at CKLW's Detroit offices.

F. C. BISBEE has been transferred to the wired programs department of Electrical Research Products, Inc., New York, and has been succeeded in his broadcasting station relations post by W. L. Hoppes.

BERNARD PROCKTER, former assistant director of program operations of CBS, has left New York for a tour of inspection of all CBS-operated stations during December and January.

DON E. GILMAN, vice president and western manager of NBC, together with G. W. Payne, network commercial manager, spent several days at the San Simeon ranch of William Randolph Hearst in early December when the publisher spoke over NBC on the nation's money problems.

A. COLLINS, former secretary of the New York office of N. W. Ayer & Son, has joined the staff of World Broadcasting System in New York.

M. E. (BOB) ROBERTS, manager of KTAB, Oakland, Cal., contemplates a trip to Los Angeles during the Christmas holidays to look over the transcription market for his station.

MARILLAH OLNEY will leave the continuity department of KTAB, San Francisco, late in December, to go into agency work.

COL. B. J. PALMER, chairman of the board of WOC-WHO, Des Moines, addressed the Iowa State Fair Managers Dec. 13, his talk being broadcast over the station. Col. Palmer also filled a lecture engagement in St. Louis Dec. 9.

LEWIS GOODKIND, of the radio department of Lord & Thomas, Chicago, and Mrs. Goodkind are the parents of a daughter, born Dec. 5. Mrs. Goodkind was Ruth Glen, formerly of the Glen Sisters, NBC harmony duo.

HAROLD FAIR, formerly in the CBS Chicago program department, is now at KNX, Hollywood.

GORDON H. MILLS, formerly manager of the Erwin, Wasey & Co., Philadelphia office, and more recently associated with RCA, has been appointed by NBC to manage its paid sightseeing tours through the Radio City studios.

EMILY NATHAN, of the press department of WOR, Newark, has resigned to engage in private publicity work. She has been succeeded by Ethel Groat, journalism graduate of Rutgers University.

MARIGOLD CASSIN, formerly continuity writer for CBS in Chicago, has joined the staff of Erwin, Wasey Co., Chicago.

WENDELL HATCH has been appointed press agent of KMTR, Hollywood.

WALLACE DOWNEY has been appointed special representative of the New York electrical transcription division of the Columbia Phonograph Co., Inc., with headquarters at 55 Fifth Avenue.

MARTIN CAMPBELL, manager of WFAA, Dallas; Harold Hough, of WBAP, Fort Worth, and several companions returned Dec. 4 from Lake Don Martin in Coahuila, Mexico, where they spent several days fishing. Their Mexican jaunt also included stops in Monterey and Monte Moreles.

JAMES ARCHIE, Jr., has been appointed advertising manager of KFIZ, Fond du Lac, Wis., succeeding William O'Brien.

L. B. WILSON, president of WCKY, Cincinnati, has been notified by Jack Rice, president of the International Radio Club, that during the recent fourth annual International Radio Party at St. Petersburg, Fla., Wilson was elected to honorary membership on the board of directors of the club. Frederick G. Rodgers, KDKA, Pittsburgh, is chairman of the board.

DR. MAX JORDAN, who has been on a visit to the United States for several weeks, has sailed for Europe. He will resume direction of NBC's European activities from offices in Basle, Switzerland.

EDMOND F. SUPPLE, who has been associated with several motion picture companies, and with the J. C. Penney Co., has joined the publicity staff of CBS, New York. He will undertake promotion work for artists under contract with the Artists Bureau.

BEHIND THE MICROPHONE

CRAIG RICE, formerly with WCLO, Janesville, Wis., and the Beacon Syndicate, New York, has joined the continuity staff of KMOX, St. Louis. KMOX also announces the return of George Erwin to its singing staff, succeeding Dorothy Shumate, who is on an extended vacation.

ART GILHAM, pioneer radio entertainer who has just joined the San Antonio studios of XEPN, Mexico, has completed a book on simple ways to learn to play the piano. He had been with KMOX, St. Louis, until recently.

BILL HAY, best known nationally as announcer of Amos 'n' Andy, in November rounded out eight years on his "Auld Sandy" program on WMAQ, Chicago.

MISS MARY REEVES, formerly of WRVA, Lynchburg, Va., has joined the production staff of WJSV, Washington.

THE FOUR LOUISA ACES and Louisiana Lou, sustaining artists of WOC-WHO, Des Moines, have just completed a series of recordings for Aladdin Enterprises, Inc., Chicago.

HARRY KOGEN, former conductor of the NBC Sinclair Minstrels orchestra, has again joined the NBC musical staff in Chicago. For the last year he has been a free lance.

LEWIS REID, program director of WOR, Newark, is planning a return to WOR of Charles Lawrence and Dora Merande, known as Henry Dobson and Amelia, whose marital squabbles formed the comedy feature "Tuneful Tales" several years ago.

RALPH FARNUM, Hollywood stage, screen and radio talent representative, has been named by NBC to gather guest artists for Rudy Vallee's Fleischmann hour while Vallee is working at the Fox film studio.

CHARLES SCHENCK has been transferred from the NBC production staff in New York to Chicago to replace Larry Paquin, resigned.

XUM

BILLY REPAID, crack announcer of WJR, Detroit, who has been in Chicago superintending the Hudson Motor Company's exhibit at the World Fair, has returned to WJR as the "Good News Reporter," sponsored by Crowley-Milner & Co., department store. He will also continue to be heard on Hudson's Saturday night Terraplane dancing party on NBC.

LINDSAY MACHARRIE has been appointed production manager for KMTR, Hollywood. He had lately been free lancing, but at one time held a similar position with KHJ, Los Angeles.

ALFRED SAXE, former announcer on the NBC Chicago staff, is now announcing and writing continuity at WLW, Cincinnati.

MARGARET MORTON McKAY, Chicago radio script writer, is ill of influenza in St. Lukes Hospital.

THE VAGABONDS (Harold, Dean and Curt) and the Delmore Brothers of WSM, Nashville, were in Chicago during the week of December 4 making several recordings for RCA-Victor.

PAUL MARTIN, of the NBC musical staff in San Francisco, and Mrs. Martin are parents of a daughter, Joan, born Nov. 26.

MERTON BORIES, who was on the production staff of KPO and NBC in San Francisco, is now with KJBS, San Francisco, doing a daily morning commercial for a group of local sponsors.

CLARKLIN DENNIS has been added to the vocal staff of KHJ, Los Angeles. He at one time was with a Chicago dance band and later with Teddy Joyce's orchestra in Los Angeles.

MEL ROACH, program manager of WKBF, Indianapolis, early in December returned to the announcing staff of KGER, Long Beach, Calif. He had previously been with KGER before going to Indianapolis a year ago.

THE QUARTET known as the "Cumberland Kids," hillbilly act fed by WCKY, Cincinnati, to NBC in its "Happy Days in Dixie" program, has been signed to a long-term contract with the Duncan Sisters for their "Topsy and Eva" show which starts in Chicago December 25.

MARGARET CUTHBERT, of the NBC Speakers' Bureau, was in San Francisco in mid-November, accompanying S. P. B. Mais, British lecturer and writer and his daughter. Mais did his once weekly broadcast from the San Francisco studios of NBC, which was relayed to England the BBC, and then proceeded to Seattle and Vancouver.

WILLIAM RANDALL, associated in the past with Baltimore stations, has been added to the CBS announcing staff in New York.

THOMAS NEELY, for five years with NBC, is now a producer and director with CBS, New York.

MISS HAZEL HUNTLEY, program manager of WMAQ, Chicago, for several years, has resigned.

AL CAMERON, of the radio team "Al and Pete", Pat Flanagan, CBS Chicago sports announcer, and their wives, were cut and bruised in an automobile accident in Chicago, Dec. 6.

UMBERTO EGIZI became musical supervisor of all orchestral units at KDKA, Pittsburgh, Nov. 27. Aneurin Bodycome is musical director in charge of all vocal programs.

ADOLPH OPFINGER, studio manager at WOR, Newark, and Miss Marianna Guida, secretary to Lewis Reid, program director, have announced their engagement.

GLEN PARKER, formerly a Chicago announcer, has been added to the announcing staff of WCAU, Philadelphia.

REDFERN ("Red") HOLLINGSHEAD has joined the artist staff of WOR, Newark.

Miss Todesca Promoted On KNX Program Staff

Miss Todesca

EDITH TODESCA, who as "Edith Edison" was well known in eastern radio circles, has been promoted to assistant program director of KNX, Hollywood, with the appointment of Van C. Newkirk, formerly in network radio, as production manager and program director. Miss Todesca formerly was with WEEI, Boston, and the New England Network, joining KNX about six months ago. A certified public accountant by profession, Miss Todesca turned her interests to radio several years ago and has served in virtually every department of a broadcasting station. She is said to be the first woman to hold such a position of responsibility in western radio circles.

MYRTLE VAIL DAMEREL, the "Myrt" of the popular Wrigley radio serial "Myrt & Marge" on CBS, and mother of Donna Damerel, who plays "Marge," on Dec. 5 announced the engagement of her daughter to Gene Kretzinger, who with his brother forms the radio team of "Gene and Charlie," also heard over CBS out of Chicago. They will be married some time during the Christmas holidays.

EDWARD J. KAY, prominent in musical and film activities, has joined the musical staff of KHJ, Los Angeles, as assistant to Raymond Paige, musical director, succeeding Gino Severi who left the station to become orchestra leader for Hoff Brau, San Francisco restaurant.

STEPHEN DOUGLAS, announcer of CKLW, Detroit-Windsor, and Evelyn Pody, secretary to James M. Milbon, sales manager of the CKLW Detroit offices, were married Thanksgiving Day by the Rev. Charles E. Coughlin, famed radio priest. The couple will make their home in Windsor.

RAY DEUSERN, for the last seven years manager for Loew's State Theater in Los Angeles, has resigned to open a talent agency for radio, stage and screen. He will announce permanent quarters early in January. Temporary quarters are with the Music Corporation of America at the Los Angeles Biltmore Hotel.

ENGAGEMENT of Miss Thelma Salzberg, of the WOR program department, to Mr. Morris Lentczner, a Brooklyn attorney, has been announced by her parents, Mr. and Mrs. Barnett Salzberg.

MISS HOLLY SHIVELY has joined the Chicago reporting staff of the Columbia news service, working under Ray Black.

ANN COURTNEY, NBC Chicago hostess, has returned to duty after an illness of six weeks.

IN THE CONTROL ROOM

PROF. E. V. APPLETON, former vice president of the Institute of Radio Engineers, whose researches at King's College in London led to the discovery of the second Heaviside Layer in the upper atmosphere usually called the Appleton Layer, has been awarded the Hughes Medal by the Royal Society for his researches into the effect of the Heaviside Layer on the transmission of radio signals, according to a report from London.

FRANKLIN M. DOOLITTLE, operator of WDRC, Hartford, Conn., was married Nov. 30 to Frances Benton Cooper at New Haven. They will make their home after Dec. 15 at 147 Robin Road, West Hartford.

JOSEPH A. CHAMBER, technical supervisor of WLW and WSAI, Cincinnati, and Mrs. Chambers are the parents of a daughter, Charlotte Ruth, born Oct. 26.

KARL B. HOFFMAN has been appointed chief engineer of the Buffalo Broadcasting Corp., operating WGR and WKBW.

ROBERT MARTIN, formerly of KGIR, Butte, Mont., has joined KFPY, Spokane, as chief engineer.

E. H. STOVER, engineer of WACO, Waco, Tex., and Mrs. Stover are the parents of a daughter born recently.

J. N. BARCLAY, Jr., has been added to the technical staff of KNOW, Austin, Tex. W. G. Egerton, of KTSA, San Antonio, is installing a new repeater at KNOW for the Southwest Broadcasting Co.

ODON SUTTON, JR., and TOMMY BANKS, JR., plant engineer and operator of KOMA, Oklahoma City, respectively, announce the recent births of daughters.

EDWARD KNIGHT, engineer of CKLW, Detroit-Windsor, and his wife were seriously injured recently when their car collided with another automobile during a snow storm near Royal Oak, Mich. They were returning from a remote job at Pontiac, Mich.

CLAYTON E. DONALDSON, control operator at WBZA, Springfield, Mass., on Nov. 21 was transferred to the control room of WBZ, Boston.

TWO MARRIAGES were celebrated at KTM, Los Angeles, early in December. Ray Ozier, chief operator, was married to Ve va Foess, of Los Angeles, and Jimmy Shum was married to Mary Lou Vogt, of Huntington Park.

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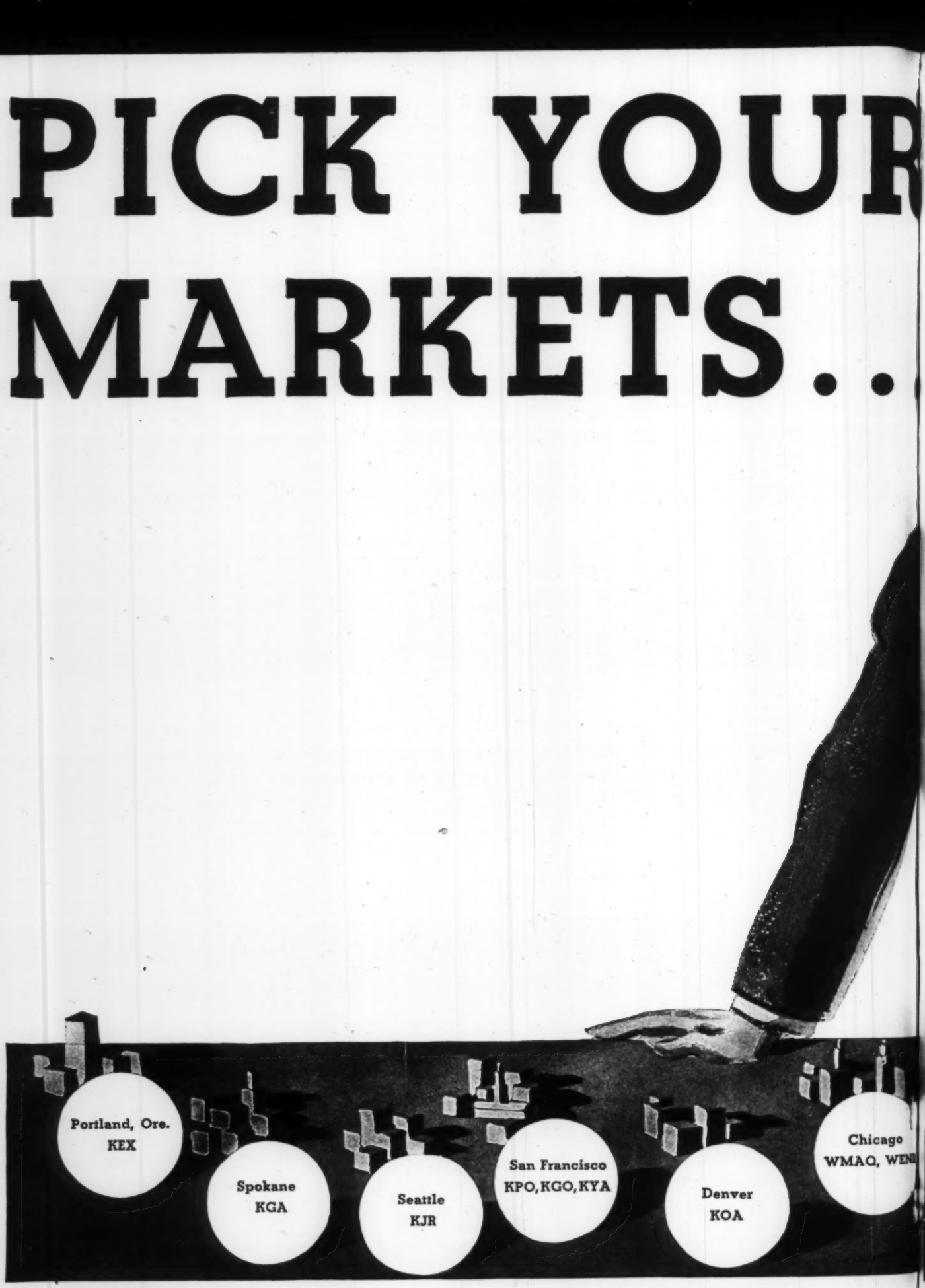

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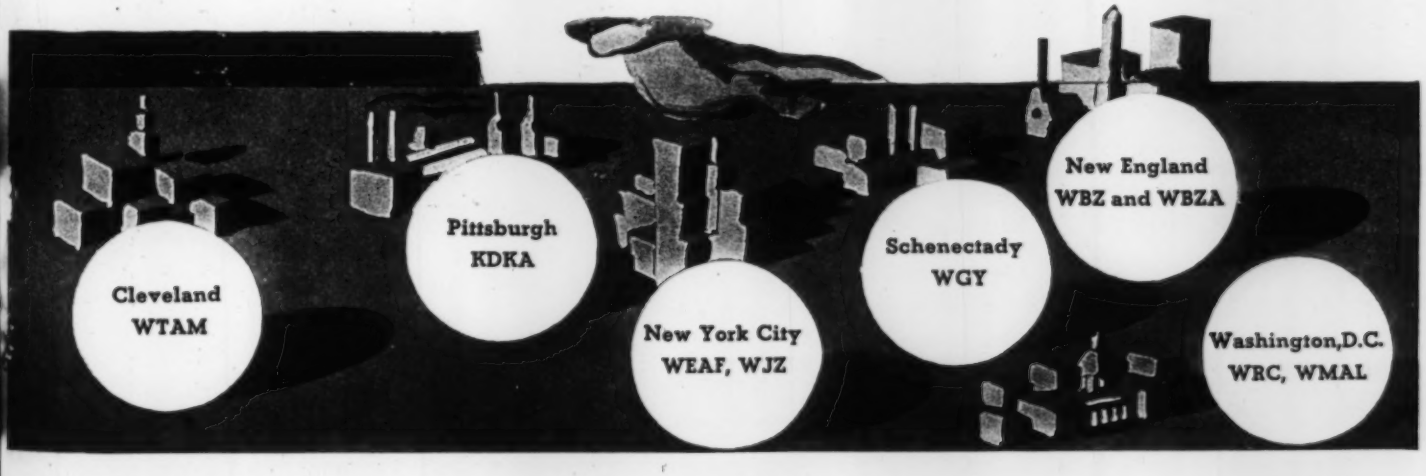
PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA SEATTLE • KJR



The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WBZ-WBZA, Boston-Springfield: Joseph Burnett Co., Boston (extracts) Cooking School period, 52 weeks, through Batten, Barton, Durstine & Osborn; Adell Chemical Co., Holyoke, Mass. (stain removers) morning Shopping Service, 52 times, Charles E. V. Autrain Associates, Holyoke; Good Luck Food Co., Rochester, N. Y. (desserts) Cooking School period, 26 weeks, Hughes, Wolff Co., Rochester; Cape Cod Shirt Co., Fall River, Mass., 6 Shopping Service periods, Lanpher & Schonfarber, Providence; Skat-A-Rat Corp., Providence (exterminator) 6 Shopping Service periods, Lanpher & Schonfarber, Providence; Dutchland Farms, Brockton, Mass. (dairy products) daily time signals, 52 weeks, Ingalls-Advertising, Boston; Boston Herald-Traveler, 3 one-minute announcements, direct; Ford Motor Co., Somerville, Mass., 7 quarter-hours and 7 time signals, Harry M. Frost, Boston; Bay State Nurseries, Framingham, Mass., "Famous Sayings," 46 weeks, Broadcast Advertising, Boston; J. W. Adams Nursery, Springfield, "Old Farmers Almanac," 30 weeks, Wm. B. Remington, Springfield; H. D. Foss & Co., Cambridge, Mass. (chocolates) 13 Sunday quarter hours, Louis Glaser, Boston; Croft Brewing Co., Roxbury, Mass. (beer) 6 announcements, Charles W. Hoyt, N. Y.; John Morrell & Co., Ottumwa, Ia. (dog food) 26 15-minute transcriptions, Henri, Hurst & McDonald, Chicago; Jackson Educator Food Co., Cambridge, Mass. (crackers) weather reports, 52 weeks, John W. Queen Advertising-Merchandising, Boston; Atlantic Refining Co., Philadelphia (oils) daily weather reports, 8 weeks, N. W. Ayer & Son, Philadelphia; Nash Motors Co., Kenosha, Wis., 52 announcements, SHB; Monument Mills, Housatonic, Mass. (textiles), Musical Clock, 4 weeks, Wm. B. Remington, Springfield.

WOW, Omaha: Beech-Nut Packing Co., Canajoharie, N. Y. (gum) 3 announcements weekly, through McCann Erickson, N. Y.; Crazy Water Crystals Co., Omaha (mineral water) 12 times weekly, direct; Dodge Motor Car Co., Omaha, agency, 3 transcriptions weekly, Ruthrauff & Ryan, N. Y.; General Mills, Inc., Minneapolis (Bisquick) direct; Minneapolis-Honeywell Co., Minneapolis (Thermochron) daily announcements, SHB; Omaha Flour Mills, Omaha (Omar wheat cereal) 2 transcriptions weekly, Erwin, Wasey & Co., N. Y.; Oneida Community, Ltd., Oneida, N. Y. (silverware) 2 announcements daily, A. T. Sears & Son, Chicago; Pathfinder Magazine, Washington, daily announcements, First United Broadcasters, Chicago; Pennzoil Co., Kansas City (oil) weekly transcriptions, Ruthrauff & Ryan, N. Y.; Plough Chemical Co., Memphis (drugs) 6 transcriptions weekly, SHB; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) 3 announcements weekly, Lambert & Feasley, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem) daily announcements, Joseph Katz Agency, Baltimore.

WRC, Washington: Standard Oil of N. J., New York, 3 transcriptions weekly, 13 weeks, thru McCann-Erickson, N. Y.; Dodge Motor Co., Detroit, 100 announcements, Ruthrauff & Ryan, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem) daily announcements, 13 weeks, Joseph Katz Co., Baltimore.

KDKA, Pittsburgh: International Vitamin Corp., New York (IVC Pearls) sponsorship of "KDKA Kiddies Klub" twice weekly, 13 weeks, direct; P. Duff & Sons, Inc., Pittsburgh (cake mixes) 5-minute talks 3 times weekly, renewed for 13 weeks, thru Batten, Barton, Durstine & Osborne, Pittsburgh; Reid, Murdock & Co., Chicago (grocers) participations in Home Forum 4 times weekly, 4 weeks, thru Philip O. Palmer & Co., Chicago; S. O. S. Co., Chicago (scouring pads) participation in Home Forum 3 times weekly, 10 weeks, thru SHB, Chicago, and Henri Hurst & McDonald, Chicago; E. E. Hess Co., Brook, Ind. (witch-hazel cream) weekly participation in Home Forum, 13 weeks, Rogers & Smith, Chicago; Standard Oil of N. J., New York (Esso gasoline) 15 minutes, 3 transcriptions weekly, 13 weeks, McCann-Erickson, Inc., New York; Russell Miller Milling Co., Minneapolis (flour) 3 15-minute transcriptions weekly, 13 weeks, A. T. Sears & Son, and Mitchell Advertising Agency, Minneapolis; Commercial Milling Co., Detroit (flour) 3 weekly participations in Home Forum, 4 weeks, Karl Behr, Detroit.

WOR, Newark: Humphries Homeopathic Medicine Co., New York (dog remedies) Steve Severn in "Just Dogs," 15-minutes weekly, 26 weeks, thru Associated Advertisers, N. Y.; Gillette Safety Razor Co., Boston (razor blades) 6 5-minute programs weekly, 26 weeks, Ruthrauff & Ryan, N. Y.; North American Radio Corp., New York (Grunow radios and refrigerators) Gabriel Heattor news commentator, twice weekly, 13 weeks, Peck Advertising Co., N. Y.; Runkel Bros., New York (Runko-Malt) "Maverick Jim" programs twice weekly.

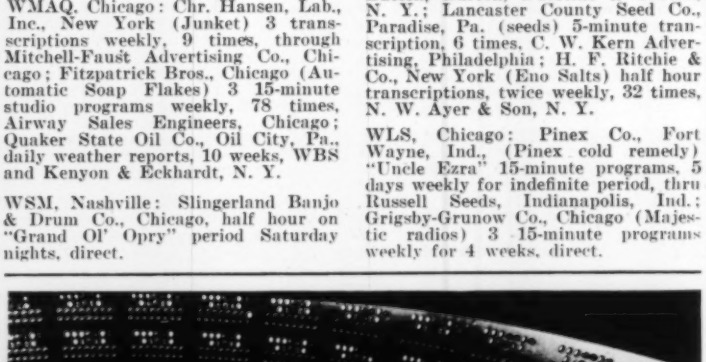
WMAQ, Chicago: Chr. Hansen, Lab., Inc., New York (Junket) 3 transcriptions weekly, 9 times, through Mitchell-Faust Advertising Co., Chicago; Fitzpatrick Bros., Chicago (Automatic Soap Flakes) 3 15-minute studio programs weekly, 78 times, Airway Sales Engineers, Chicago; Quaker State Oil Co., Oil City, Pa., daily weather reports, 10 weeks, WBS and Kenyon & Eckhardt, N. Y.

WSM, Nashville: Slingerland Banjo & Drum Co., Chicago, half hour on "Grand Ol' Opry" period Saturday nights, direct.

WJSV, Alexandria, Va.: Bulova Watch Co., New York, daily time signals, renewal for 52 weeks, through Biow Agency, N. Y.; Stanback Co., Salisbury, N. C., (headache powder) daily announcements, 52 weeks, J. Carson Brantley, Salisbury; Hupp Motor Car Co., Detroit, announcements, 1 week, SHB; Nash Motors Co., Kenosha, Wis., daily announcements, 4 weeks, SHB; Rumford Chemical Co., Rumford, R. I. (baking powder) 2 quarter hours weekly, 26 weeks, SHB; Chesapeake & Ohio Railway, Washington, daily announcements, 52 weeks, Campbell-Ewald, Detroit; Mantle Lamp Co., Chicago, quarter hour weekly, 13 weeks, Philip O. Palmer, Chicago; Maryland Pharmaceutical Co., Baltimore (Rem) weather forecasts daily, 39 weeks, Joseph Katz Co., Baltimore; Association of American Soap and Glycerine Producers, New York (anti-freeze) temperature forecasts, 26 weeks, Newell-Emett Co., N. Y.; National Oil Products, Harrison, N. J. (Vitex) 1 day weekly, Charles Dallas Reach, Newark; Maybelline Co., Chicago (beauty aids) daily announcements, 13 times, A. T. Sears & Son, Chicago; Bristol-Myers, Inc., New York (Milkweed Cream) transcription, 52 weeks; General Mills, Minneapolis (Bisquick) 60 transcriptions, WBS; Quaker State Oil Refining Co., Oil City Pa., 60 announcements, WBS; United Drug Co., New York (Rexall products) 10 transcriptions, WBS; Justrite Birdseed Co., daily announcements, 26 weeks, Gusto Marx, Milwaukee.

KFI, Los Angeles: Sperry Flour Co., San Francisco, 5-minute transcription, 6 programs, through Westco Advertising Agency, San Francisco; Continental Baking Co., New York (Wonder Bread) 6 announcements, Batten, Barton, Durstine & Osborn, N. Y.; Lancaster County Seed Co., Paradise, Pa. (seeds) 5-minute transcription, 6 times, C. W. Kern Advertising, Philadelphia; H. F. Ritchie & Co., New York (Eno Salts) half hour transcriptions, twice weekly, 32 times, N. W. Ayer & Son, N. Y.

WLS, Chicago: Pinex Co., Fort Wayne, Ind., (Pinex cold remedy) "Uncle Ezra" 15-minute programs, 5 days weekly for indefinite period, thru Russell Seeds, Indianapolis, Ind.; Grigsby-Grunow Co., Chicago (Majestic radios) 3 15-minute programs weekly for 4 weeks, direct.



NETWORK NERVE CENTER—A section of the main control room of NBC's new Radio City headquarters. The lights represent the different studios and the 85 stations of the networks which the operator controls.

KOMA, Oklahoma City: Carey Salt Co., Chicago, 3 announcements weekly, through SHB, Chicago; Reid Murdock & Co., Chicago (Monarch brand foods), 100 announcements, 6 times weekly, Philip O. Palmer Co., Chicago; Chicago Flexible Shaft Co., Chicago (Sunbeam Mixmaster) 60 daily announcements, Willard E. Stevens, Chicago; Sendol Co., Kansas City (Sendol sedative) 6 weekly announcements, 26 weeks, Hogan Advertising Co., Kansas City; Skinner Mfg. Co., Omaha (Skinner's Raisin Bran) 6 15-minute programs weekly, 52 weeks, Buchanan-Thomas Advertising Agency, Omaha; Mantle Lamp Co., Chicago (Mantle Lamps) 13 weekly transcriptions, Philip O. Palmer Co., Chicago; American Airways, Chicago (air travel) 2 15-minute programs weekly, 28 times; Smith, Kline & French Laboratory, Philadelphia (Dr. Hand's Teething Lotion) 6 announcements weekly, 78 times, John R. Butler Co., Philadelphia; Knox Co., Kansas City (Cystex) 13 weekly transcriptions, Allen Smith Advertising Co., Kansas City; Beech-Nut Packing Co., Canajoharie, N. Y. (gum) 3 announcements weekly, 39 weeks, McCann-Erickson, Inc., N. Y.; Bulova Watch Co., New York, daily announcements, 52 weeks.

WNOX, Knoxville: Hygrade Sylvania Corp., Clifton, N. J. (radio tubes) twice weekly, 13 times, thru local dealer, Sterchi Brothers Stores, Inc., Knoxville (chain furniture stores) 3 times weekly, 39 times, direct; Dodge Motor Car Co., Detroit, 100 announcements, Ruthrauff & Ryan, N. Y.; United Drug Co., New York (Rexall products) daily transcription, 5 times, Thompson-Kech Co. and WBS; Kellogg Sales Co., Battle Creek, Mich., (corn flakes) 9 announcements, thru Memphis branch; Southern Dairies, Inc., Washington, sponsorship of out-of-town University of Tennessee football games; Hupp Motor Car Corp., Detroit, 3 announcements, Lennen & Mitchell and SHB; Gillette Safety Razor Co., Boston, 100 announcements, Ruthrauff & Ryan and WBS.

WBAL, Baltimore: Helwig & Leitch Corp., Baltimore (flavoring extracts) 3 announcements weekly, 4 weeks, through Emery Advertising Agency, Baltimore; Baltimore Commercial Bank, Baltimore, weekly talks by Frank R. Kent, of Baltimore Sun staff, 26 weeks, direct; Atlantic Refining Co., Philadelphia (White Flash gas) announcements twice daily, 52 times, N. W. Ayer & Son, Philadelphia; Six O'Clock Co., Norristown, Pa. (Six O'Clock dessert) time signals daily, 4 weeks, Albert H. Dorsey, Philadelphia.

WGN, Chicago: Gordon Baking Co., Chicago (bread) 3 half-hour morning programs weekly, 52 weeks thru Sehl Advertising, Chicago; Kitchen Arts Food Co., Chicago (Two-Minute Dessert) has renewed "Movie Personalities," 15-minute morning program, 6 days weekly for 52 weeks, Rogers & Smith, Chicago.

KFRC, San Francisco: Gillette Safety Razor Co., New York, nightly transcriptions, through WBS; Reid Murdock Co. (Monarch food products) 6 time signals daily, 13 weeks; Dodge Motor Co., Detroit, daily announcements, Ruthrauff & Ryan, N. Y.

KYW, Chicago: United Remedies, Chicago (Peruna, Kolorbak, Acidine, Germania Tea, etc.) 4 15-minute programs daily and evening 6 days weekly for indefinite periods, thru Heath-Seehof, Chicago.

WGN, Chicago: John Morrell & Co., Ottumwa, Ia., (dog food) Bob Becker, outdoor life writer, twice weekly, 52 weeks; thru Henri-Hurst & McDonald, Chicago.

THE THIRD anniversary of the Campana First Nighter program was celebrated in the NBC Chicago studios with a party Dec. 1.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

FORD MOTOR CO., Detroit, on or about Feb. 4 starts Fred Waring's Pennsylvanians and guest stars on 70 CBS stations, Sundays, 8:30-9 p. m. Same sponsor on Dec. 9 and 12 presented D. Thomas Curtin, newspaperman and radio dramatist, from the Ford Exposition of Progress in New York celebrating the 40th anniversary of the first Ford car. Agency: N. W. Ayer & Son, Philadelphia.

CADILLAC MOTOR CAR Co., Detroit, on Dec. 17 starts "Cadillac Concerts" with noted guest conductors and soloists on 18 NBC-WEAF stations, Sundays, 6-7 p. m. Agency: Campbell-Ewald Co., Detroit.

CLIMALENE Co., Canton, O. (water softener) on Dec. 5 started "Climalene Carnival," with Cheri McKay, Dick Teela, The Originalities and the Merry-Macs, on special NBC hookup comprising WLIT, WGY, WBEN, WTAM, WWJ, WOC-WHO, WSAI, WKBF, WMAQ, WOW, WDAF, WTMJ and WIBA, Tuesdays and Thursdays, 11:30 a. m. to 12 noon. Agency: W. S. Hill, Inc., Pittsburgh.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on Dec. 4 started "Oxydol's Own Ma Perkins" on 10 NBC-WEAF stations, daily except Saturday and Sundays, 3-3:15 p. m., with repeat for 20 middle western and western stations, 4:30-4:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

TRUE STORY PUBLISHING Co., New York (True Story Magazine) on Jan. 7 starts "True Story Court of Human Relations," dramatized trials with listeners submitting decisions at end of each case, on 14 NBC-WEAF stations, Sundays, 7-7:45 p. m. Agency: Erwin, Wasey & Co., N. Y.

J. W. MARROW Co., Los Angeles (hair tonic) has renewed its "Betty Marlow" program, Tuesdays and Thursdays, 1:45-2 p. m., PST, on KGO and KFI, and has added KOMO, KGW and KHQ. Agency: Graham Hughes, Los Angeles.

HORLICK MALTED MILK Corp., Racine, Wis., on Dec. 19 renews "Adventures in Health," dramatic series with Dr. Herman Bundesen, Chicago commissioner of health, on 12 NBC-WJZ stations, Tuesdays and Thursdays, 8:30-8:45 p. m., with WLW and CRCT added Tuesdays; there is also repeat Tuesdays, 11:45-12 p. m. for 9 NBC-KGO stations. Agency: Lord & Thomas, Chicago.

BRILLO MFG. Co., Brooklyn (Brillo cleanser) on Jan. 14 renews Tito Guizar and the Three Brillo Harps on 10 eastern CBS stations, Sundays, 12:30-12:45 p. m. Agency: Frank Presbrey & Co., N. Y.

GENERAL CIGAR Co., New York, on Dec. 20 renews its White Owl program with Burns & Allen and Guy Lombardo and his Royal Canadians, on 43 CBS stations, Wednesdays, 9:30-10 p. m. Agency: J. Walter Thompson Co., N. Y.

F. W. FITCH Co., Des Moines (Fitch Shampoo) on Dec. 24 renews "Wendell Hall, the Red Headed Music Maker" on 20 NBC-WEAF stations, Sundays, 7:45-8 p. m. Agency: L. W. Ramsay Co., Davenport, Ia.

WESTERN STATES GROCERY Co., Oakland, Cal., (Brown Derby beer) on Dec. 8 renewed Time Ryan and Irene Noblette, comedians, Knickerbocker Quartet and piano team on split NBC-KGO network, Fridays, 7:30-7:45 p. m., PST, after Jan. 2. Tuesdays, 7:45-8 p. m., PST. Agency: Botsford-Constantine & Gardner, San Francisco.

PHILIP MORRIS & Co., New York (cigarettes), on Dec. 6 renewed Leo Reisman's orchestra and Phil Duey, baritone, on 24 NBC-WEAF stations, Wednesdays, 9:30-10 p. m. Agency: The Biow Co., N. Y.

CHEVROLET MOTOR Co., Detroit, on Jan. 7 renews Jack Benny, Mary Livingston, Frank Parker and Frank Black's orchestra on 55 NBC-WEAF and supplementary stations, Sundays, 10-10:30 p. m. Agency: Campbell-Ewald Co., Detroit.

CARLETON & HOVEY Co., Lowell, Mass. (Father John's Medicine) on Jan. 14 renews "Gems of Melody" with Harold Sanford's orchestra, Muriel Wilson and John Herrick on 17 NBC-WEAF stations, Sundays, 2:45-3 p. m. On Jan. 17 same sponsor starts same program on 14 NBC-WJZ stations, Wednesdays, 7:15-7:30 p. m. Agency: John W. Queen Co., Boston.

BRISTOL MYERS Co., New York (Ipana toothpaste), on Jan. 3 renews the "Ipana Troubadours" with Frank Black's orchestra and guest stars on 41 NBC-WEAF and supplementary stations, Wednesdays, 9-9:30 p. m. Agency: Pedlar & Ryan, N. Y.

CALIFORNIA PACKING Corp., San Francisco (food packers) on Dec. 25 renews "Del Monte Ship of Joy" with Hugh Barrett Dobbs and guest artists on 36 NBC-WEAF and supplementary stations, Mondays, 9:30-10 p. m. Agency: McCann-Erickson San Francisco.

PRINCESS PAT, Ltd., Chicago (cosmetics) on Jan. 7 starts dramatic series on 13 NBC-WJZ stations, Sundays, 4:30-5 p. m. Agency: Critchfield & Co., Chicago.

KOA Builds for 50 KW.

CONSTRUCTION has started on the transmitter house, and will shortly start on the towers, of the new 50 kw. transmitter of KOA, Denver, one of the nine clear channel stations authorized by the Radio Commission two years ago to increase to maximum power under the original high power grants. The building is expected to be ready by Christmas, but the completed equipment will not be ready for use until early in April, KOA, operated by NBC, at present uses 12.5 kw.

One Watt Power Used To Reach Stratosphere

POWER of only 1 watt on 15,760 kc. was employed for the two-way voice communication from the stratosphere heard over the NBC networks during the recent Settle-Fordney ascent. The special receiver weighing only eight pounds was built by C. P. Sweeney and the 12-pound transmitter was built by C. K. Atwater under the direction of Robert Morris, NBC experimental engineer. Seven contacts were made during the flight through stations at Akron, Pittsburgh, and Washington, and the two-way voice circuit was maintained until the balloonists had to drop their batteries to lighten their load.

Charles W. Horn, NBC general engineer, explained that it was possible to transmit so far on such low power from the stratosphere because of the absence of ground reflections. This changed the angle of reflection from the Heaviside Layer, thus greatly increasing the range. NBC and the CHICAGO DAILY NEWS jointly sponsored the Settle-Fordney ascension.

LANDING of the Graf Zeppelin from Germany recently provided the occasion for a series of remote broadcasts from the Goodyear Zeppelin dock at Akron, sponsored over WADC, Akron, by a local merchant.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

MACK & KLAMER, Inc., Chicago, western representative of Scott Howe Bowen, Inc., announces the appointment of Virgil Reiter, Jr., as manager of its radio division, effective Jan. 1. Mr. Reiter has been associated with Scott Howe Bowen for the last four years, for a time heading the Detroit office. He has been associated with Macy & Klaner for the last two years.

KEELOR & STITES Co., Cincinnati agency, announces the appointment of Sam Malcolm Levy, formerly an account executive with the New York office of McCann-Erickson, as radio director. Mr. Levy recently joined Keelor & Stites as specialist on oil and industrial accounts. The agency is now placing the advertising of Early & Daniel Co. (feeds), Model Laundry (chain laundry) and Ewalds, Inc. (bird food, etc.).

J. B. L. LAWRENCE, formerly in the radio department of the RKO studios in Hollywood, has been appointed Southern California representative of J. Stirling Getchell, Detroit agency, with offices in the Bendix Bldg., Los Angeles.

MILTON WEINBERG, president of the Milton Weinberg Advertising Co., Los Angeles, left for Chicago, New York and Philadelphia early in December on an annual trip. His agency handles many Southern California radio accounts.

CUDAHY PACKING Co., Chicago (meat and dairy products and Old Dutch Cleanser) has appointed Roche, Williams & Cunnyngham, Chicago, to handle all its advertising.

COLGATE-PALMOLIVE-PEET Co., chicago, has placed its account with Benton & Bowles, with the exception of Colgate Ribbon Dental Cream and Colgate Rapid Shaving Cream, which will continue to be placed by Young & Rubicam, New York.

NASH MOTORS Co., Kenosha, Wis., has placed the advertising on its new low-priced series with J. Walter Thompson Co., Chicago. M. V. Wieland and W. F. Lochridge are the account executives.

HUDNUT SALES Co., New York (cosmetics) has appointed Batten, Barton, Durstine & Osborn, New York, to handle its advertising.

ROBERT A. JOHNSTON, Co., Milwaukee (candies and chocolate products) has appointed N. W. Ayer & Son, Philadelphia, to handle its advertising.

UNITED DRUG Co., Boston, has appointed Street & Finney, New York, to handle its advertising.

MARTIN-SENOUR Co., Chicago (paints and varnishes) has appointed N. W. Ayer & Son, Philadelphia, to handle its advertising.

BECAUSE of misinformation, the Nov. 15 issue of BROADCASTING noted that N. W. Ayer & Son was handling the Swift & Co. (Formay) program on the New England Network. The agency is J. Walter Thompson and the "Happy Ramblers" program is broadcast Tuesdays and Fridays.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
474 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

A MILLION PEOPLE WILL HEAR CHRISTMAS TIDINGS OVER - - -

WOW

590 KILO.
1000 WATTS

ON THE
N.B.C. BASIC RED NETWORK

In the approaching holiday season, when the air is filled with festive music, more than a million people* will depend upon WOW to bring them Christmas tidings. Experience has taught them that, regardless of season, WOW offers the best in radio entertainment. It is this high standard of service and the loyalty of its listeners that have made WOW the leader in this rich agricultural territory. For details, write John J. Gillin, Commercial Manager.

*Jansky & Bailey's 1933 certified intensity survey shows 1,002,017 actual listeners in WOW's primary coverage area.

Owned and Operated by the Woodmen of the World Life Insurance Association

OMAHA - NEBR.

"Again Assuring You

—of our appreciation for the way Mr. Donohoe and all the cast handled our Satday night show!"

And that's the way Mr. W. W. Rhoades winds up his letter commenting on our handling of the opening of our Pathfinder assignment. In a sincere and friendly manner, Mr. Rhoades but emphasizes a feature of EVERY WWVA assignment.

A contract with us is not merely a stroke which helps to ring the sales record bell. On the contrary, it is a responsibility—a challenge to merit confidence. Mr. Rhoades specifically mentions Mr. Donohoe who handled his show—we add Mr. Miller, Mr. Adams and Mr. Patterson—a quartette of production men who are top-notch microphone salesmen. To them a 50-word spot is just as important as a 30-minute super shot. And there are plenty of letters in our files to prove it!

Add to these facts a tremendous following of FULL-TIME listeners who are just as loyal to WWVA as we are loyal to our advertisers and you have the reason why we produce results. Call our representative and get the complete story of our service to Eastern Ohio, Pennsylvania and West Virginia—or write direct.

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillvra, 2 West 45th St., New York City
Myron A. Reck, A-1808 175 West Jackson St., Chicago, Ill.

PROSPECTS

UNITED DRUG Co., Boston, will use radio with other media in a 1934 campaign for its Jonteel line of toiletries, and has appointed Street & Finney, New York, to handle its advertising.

ALBERTO MARTINEZ, New York (wines) will use radio with other media, and has appointed Moss Associates, New York.

PIGGLY-WIGGLY Corp., Cincinnati (chain grocers) will use radio with newspapers in the northwest, and has appointed Kraff Advertising Agency, Minneapolis, to handle its advertising.

Howe-Trumbull Return

THEIR series sponsored by RCA Victor Co. having been concluded Dec. 24, Col. Louis McHenry Howe, secretary to President Roosevelt, and Walter Trumbull, his interviewer, returned on the Cities Service Concerts program on the NBC-WEAF network Dec. 8. A second broadcast is scheduled also for Dec. 15, with no arrangements for continuing the series announced beyond that date. The Cities Service program, one of the oldest on the networks, is handled by Lord & Thomas, New York.

Nyal's Special Series

NYAL Co., Detroit (medicinals and toilet accessories), is using about 40 stations for three 5-minute broadcasts during the week of Dec. 18. Purpose of the campaign is to call attention to calendars given away by Nyal drug stores. Account is handled by Reincke, Ellis, Younggreen & Finn, Chicago.

STUDIO NOTES

"F.O.B. DETROIT" is title of a Saturday night digest of automotive news broadcast over NBC-WJZ network from WJR, Detroit. James Stephenson, announcer, reports on news "from the laboratory, bench, proving ground and salesroom", while Duncan Moore interviews leading figures in the industry. The title was suggested by G. A. Richards, president of WJJR and former distributor of Oakland and Pontiac cars. It began December 9 and is heard from 7:30 to 8 p. m.

ROCHESTER pupils who took the WHAM science course last term made a 7 per cent better grade than those who studied the same subject in classes without radio, according to a report prepared by Miss A. Laura McGregor, director of educational research for the Rochester board of education.

"AN AMERICAN FAMILY," for a few weeks on KFWB, Hollywood, as a serial, has been sold to M-G-M as a talkie feature. Kay Van Riper, of the KFWB staff, has gone to the Metro studio to adapt the script to the screen.

"FORGE OF FREEDOM," weekly historical series at KFAC, Los Angeles, for local teachers' group sponsorship, has been tied-in with the Western Costume Co. store. Window depicts tableau account of characters from the Mayflower sequences with full sized figures dressed in the costumes of the time portrayed in the broadcasts.

KMPC, Beverly Hills, Cal., on December 9 inaugurated a weekly sustaining drama series called "The Gay Ninety Thespians" with Earl Sutton directing. Opener was Augustin Daly's "Under the Gas Lights." Others will be "East Lynne," "Uncle Tom's Cabin" and others of the mauve era.

"THE OLD APOTHECARY," chronicler of the battle of science against disease and friend of the retail druggist, is heard over WNAC and the Yankee Network each Saturday evening under the auspices of the Massachusetts State Pharmaceutical Association. Each broadcast is introduced by "The Old Apothecary" with a short talk on the value to humanity of some medical discovery, and on the importance to its community of the neighborhood drug store. This is followed by a dramatization of the authentic incidents leading up to the particular medical finding under discussion.

UNIVERSITY of Southern California has completed its new remote control to studios from which it will feed eight educational and musical programs weekly to KNX, Hollywood.

A NEW auditorium studio has just been opened by KTAT, Fort Worth, key station of the Southwest network.

George F. McClelland

(*Continued from page 25*)

from talent and entertainment centers, were finding it increasingly difficult to obtain artists of the quality listeners were beginning to demand. Network broadcasting loomed as the solution, and WEAF, under McClelland's leadership, soon began chain experiments. Their success is reflected in the existence of networks today and the growth of the business of broadcasting.

Only once in his long career in broadcasting has "Mac" actually faced the microphone. That was on July 12, 1923, when he suddenly found himself broadcasting a description of the Willard-Firpo fight. He attended the fight as a ring-side observer. The sports writer engaged to give a "blow-by-blow" account proved a fizzle. "Mac" himself took the mike, and after a thrilling broadcast, forgot to mention his name as announcer. When the fight was over WEAF was deluged with telgrams praising the broadcast and asking who the announcer was.

George Ford McClelland is a native New Yorker. He was born in Brooklyn Oct. 30, 1894. He wanted to go to work, so he did not even graduate from elementary school. The job which started him in the advertising field was with the McCready Publishing Co., publisher of small magazines, as an advertising solicitor. While still associated with that company, in 1913, he organized the Association of National Advertising Managers, known today as the Association of National Advertisers. With him was Cecil William Patman, also an advertising man.

In 1920 he married Mabel L. Kent, of Long Island. They have two children, Jean, 9, and Betty, 7. They attend the Catholic church.

If "Mac" has any real hobby these days it is reading. During his years with NBC he could generally be found at his office both before and after dinner, but he always found time for books, devoting at least an hour to reading before going to bed. He also manages to keep up with the better plays and takes an occasional horseback ride. He is recognized as one of radio's foremost story-tellers.

"Mac" is a member of the Lotus, Advertising, National Democrat, and Dutch Treat Clubs in New York. He also belongs to the Knights of Columbus, American Legion, and Veterans of the 71st Regiment of New York.

NEAREST THE CENTER *of* POPULATION

The success of radio advertising depends largely on the ability to reach the largest possible buying audience at the lowest cost.

The inclusion of WHAS on your schedule will do much toward insuring the success of your programme.

Cleared Channel
•
Full Time
•
25,000 Watts
•
820 Kilocycles
•
Basic CBS Station
•
Affiliated With the Center of Population Group.

WHAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco—Atlanta.

NO OTHER STATION IN THE WORLD COULD WRITE THIS AD!

THOSE who have followed station W-G-N on the air have witnessed radio broadcasting history in the making. W-G-N experimented, innovated, and stepped the fastest pace in bringing new and larger programs to listeners.

This single radio station, the most enterprising in America, has broadcast the great news events of the country to an extent comparable with the two networks. W-G-N, reflecting the world-wide news gathering activities of THE CHICAGO TRIBUNE, has served its listening audiences with brilliant broadcasts of the outstanding news spectacles of the last decade, with its own announcers, over its own leased wires—independent of chain hookups.

In the first month of its existence in May, 1924, W-G-N inaugurated the broadcast of the great 500 mile Indianapolis automobile race, a breathtaking program which lasted nearly seven hours. With a sound-proof broadcasting booth beside the track and with microphones at the foot of the home stretch and back stretch, all over the grandstands and in the pits, the station delivered a technical and thrillingly told story of the vast spectacle. This feature was repeated annually and exclusively by W-G-N.

In 1925 W-G-N showed the radio world how to broadcast the Kentucky Derby and every year since then the colorful and gripping story of the Louisville classic has been brought to the W-G-N audience by its corps of announcing engineers and turf experts.

Also in 1925, W-G-N, at a cost of $1,000 a day for long distance wires, broadcast the entire Scopes evolution trial from Dayton, Tenn.

The courtroom was rearranged to accommodate the microphone requirements, and the testimony of the witnesses, the utterances of the judge, and the pleas of respective batteries of famous attorneys headed by Clarence Darrow and the late William Jennings Bryan were broadcast exclusively by W-G-N.

In 1924 the Tribune station, not content with broadcasting the football and baseball games in Chicago when there were more important contests elsewhere, inaugurated a series of football broadcasts which, over a period of nine years, no other single station can equal.

W-G-N is the only station which has broadcast from every campus in the Big Ten and included in its coverage of great games the campuses of the University of Nebraska, the University of Pennsylvania and the University of Southern California. **In one year alone, 1932, W-G-N sent its announcing and engineering staff to Ann Arbor, Mich.; South Bend, Ind.; Champaign, Ill.; Cleveland, O.; Minneapolis, Minn., and Los Angeles, Cal., the latter being the longest remote control broadcast ever engineered by a single radio station.**

W-G-N has become known as the station which broadcasts FROM greater distances than other stations broadcast TO. In January, 1926, the station rented lines to Washington, D C., to bring to the homes of the middle west the voices of the senators engaged in the heated World Court debate

In 1928 the same crew broadcast the entire Republican convention from Kansas City and the Democratic convention from Houston, Texas, the latter at a cost of approximately $10,000 a day In both convention halls there were only three broadcasters, the networks and W-G-N

In 1926 W-G-N broadcast exclusively an entire performance of Morris Gest's mammoth production, "The Miracle," from the Auditorium theater in Chicago, a moving story of the pantomime accompanying the pickup of the orchestra music.

Again, in 1932, W-G-N scooped the radio world by being the only station, on or off a network, to broadcast every minute of the Republican and Democratic conventions in Chicago, canceling 41 commercial programs to provide the time for the engrossing political sessions. The station was the only major broadcaster to give to the radio audience the presentation of the Democratic platform

In 1931 millions of listeners, through W-G-N's own microphones, attended the funeral services of Coach Knute C. Rockne of Notre Dame at South Bend Indiana, a daring experiment which developed into a beautiful broadcast, praised by all creeds.

In all fields of sport W-G-N has outdistanced every competitor Since the first broadcast of the Chicago city series in 1924 the station has put more baseball games on the air than any other broadcaster in the world. It is the only station that has ever broadcast an evening of boxing matches over its own lines from as great a distance as New York to Chicago.

The enterprise of the station in bringing public figures before its microphone, regardless of distance or expense, has been cheered by the radio audiences. In 1926 an exclusive remote control broadcast of an address by Herbert Hoover was brought from Washington. In 1927 addresses by Senator James E. Watson of Indiana and Senator James A. Reed of Missouri were broadcast over W-G-N lines from Indianapolis and Kansas City respectively.

In 1925 the station staged a debate on prohibition in its own studios, importing two leading exponents of the wet and dry issues, Clarence Darrow and the late Wayne B. Wheeler, at considerable expense. In 1926 the station arranged through its correspondent in Rome, Italy, for the first phonograph reproduction of the voice of Premier Benito Mussolini. Mussolini made his first phonograph record through a W-G-N microphone, and his address of greeting to Americans and Italians in America was shipped overseas and put on the air in Chicago.

In every other field of radio entertainment the station has blazed new trails. W-G-N was the first station in Chicago to have a radio comic strip ("Sam 'n' Henry," now known as "Amos 'n' Andy"), its own composers, its own librettists, reproductions of great historical events, a thirty-five piece dance orchestra in the studio, and its own dramatic, operatic, and musical comedy companies. The fascinating feature, the reading of the Sunday "Funnies" to the children, was originated by the station in 1924.

The station has long been famous for its origination of great radio features and acts. It gave to the radio world, in addition to the above mentioned comic strip, "Clara, Lu 'n' Em," "Little Orphan Annie," East and Dumke ("The Sisters of the Skillet"), "The Singing Lady," and Floyd Gibbons

The local success of sponsors' features has prompted clients to increase their advertising appropriations to expand to network broadcasts. W-G-N at present is the only radio station feeding features to both of the national networks: "Little Orphan Annie," "Clara, Lu 'n' Em," "The Singing Lady" over the National Broadcasting chain, and "Painted Dreams," "Just Plain Bill," and "The Story of Helen Trent" over the Columbia Broadcasting system.

Do you wonder why W-G-N is first in popularity in the middle west?

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . SUPERIOR PROGRAMS . . . 25,000 WATTS POWER . . . CLEAR CHANNEL . . . INTENSIVE ZONE 7 COVERAGE

WOR Site is Approved; Early Building Promised

FORMAL permission to erect a new transmitter of 50 kw. power was granted to WOR of the Bamberger Broadcasting Service by the town council of Carteret, N. J., at its meeting Dec. 6. This was in accordance with the decision of the electorate of the town, which in an election Nov. 7 voted in favor of the transmitter being located there. Alfred J. McCosker, WOR president, stated that if approval of the plans for the transmitter is obtained from the Radio Commission without delay, construction will be begun as soon as weather permits. Unless the weather in mid-winter is unduly severe, this should make it possible to have the transmitter in operation in April or May. The purely electrical portions are already assembled in the Bell and Western Electric Laboratories, and the major task facing the station is the laying of a foundation for the building and the antenna.

Technicians Unionize

ALL RADIO technicians and operators in Kansas City have joined the newly formed Radio Division of Local Union No. 124, International Brotherhood of Electrical Workers of Kansas City, according to an announcement Nov. 27 by the I. B. E. W. Station managers, said the statement, have greeted the union in a very receptive manner. The unionizing in Kansas City follows a general national trend started during the broadcasting code negotiations.

Woman's Magazine of the Air

(*Continued from page 9*)

Maid. There was plenty of dramatic interest in this series.

Home Drama Skit

ANOTHER EXAMPLE of flexibility when using the composite hour to build something unique for the advertiser is the Pabco program presented by The Paraffine Companies in behalf of their roofing, rugs, linoleum, and paints. They use WMA on a year 'round basis presenting on every Thursday morning the "Jordans at Home." Mary and Don Jordan are an attractive young couple who remodeled an old home by using Paraffine products and then sold the house at a profit and built a new one. Informality, humorous dialogue and songs are characteristic of Pabco programs on WMA. At the conclusion of each program Helen Webster gives a short talk on home modernizing and interior decoration.

Quoting from the August issue of Pabco's magazine, ADVERCASTING, published for dealers and salesmen:

"The radio campaign has been unusually successful in getting over a complex sales story on a wide variety of products to a selective and highly responsive audience—the woman of the home.

"Tested on the air now one full year, the 'Jordans at Home' program has passed the try-out period. It is now a full-fledged business getter. In 52 weeks, about 5,000 listeners have written to stations or to Pabco headquarters to ask about Pabco products."

Most convincing is the use of WMA by Procter & Gamble in behalf of Camay, Crisco and Ivory Soap. Three periods on the WMA were used each week, one for each product. The Crisco program featured Ann Holden, the Ivory program featured Helen Webster, but in the Camay program it was Helen Chase herself who talked on beauty. Helen Chase is the nationally known Camay authority featured in all their national advertising. Thousands of descriptive booklets were put into circulation through these programs, especially the Camay booklet: "Face Your World With Loveliness."

Frigidaire used WMA during a major Pacific Coast campaign in order to pave the way for their direct salesmen. Their initial broadcast urged listeners to write in for a specially designed, green colored water bottle. More than 5,000 requests were received within a few weeks. As far as possible each bottle was delivered personally to the housewife by a Frigidaire salesman. This simple procedure gained many new prospects and gave practical help to the sales organization.

Safeway Stores Program

THE SAFEWAY Stores, with several thousand units in the WMA territory, have a weekly program designed especially for their Safeway Homemakers' Bureau which serves western housewives in the scientific planning of meals and food budgeting. It was natural that such a "personal service" should want personal contact with western homes. Under the direction of the company and the agency a survey was made to determine the most effective way of developing this contact. The result was the adoption of WMA. Julia Lee Wright, who is director of Safeway's Homemakers' Bureau, talks personally to her radio friends every Friday morning. Thousands of recipes, booklets, menus, and practical helps have been distributed in print form as well as discussed verbally in the radio program. In addition to its WMA program Safeway presents a splendid half hour program every Friday night which delights a large studio and stage audience in addition to the radio audience.

Among the leading coffee companies using radio in the west, there is the Geo. W. Caswell Co., which uses the WMA every Monday morning as a practical sales aid to its direct selling organization. This WMA program is carefully coordinated with the Saturday night musical program which has been released every week for nearly 10 years. The client was always satisfied with the response to the night program of favorite musical comedies whenever offers were made to the public—such as the Caswell Coffee Measure—but when the company enlarged its radio plan to include the WMA as well, it obtained more requests for

(*Continued on page 41*)

CERTAINLY . . . THEY COULD GET ALONG WITHOUT US

WEEI is by no means the only important radio station in the fertile New England territory.

We aren't egotistical enough to feel that we are actually indispensable now . . . even after ten years of steady growth and increasing popularity.

BUT . . . it does seem significant that

—More advertisers (national and local) are buying more broadcasting on WEEI right now, than at any time during its existence.

—The 2,000,000★ listeners concentrated in that dark area on the map consistently seem to prefer WEEI for their daily radio bill of fare, and

—The major advertisers turn to WEEI because those 2,000,000★ listeners seem to prefer

WEEI
BOSTON

Red Network — National Broadcasting Company
Key Station—New England Network

★ Send for rates and Jansky & Bailey Survey
Boston—Edison Bldg., 182 Tremont St.
New York—J. J. Weed, Daily News Bldg.

THE RADIO EXECUTIVE OF A NATIONALLY KNOWN ADVERTISING AGENCY RECENTLY TOLD THIS STATION:

"You know, I find it difficult to recommend, conscientiously, any station in St. Louis besides WIL, because your station is so outstandingly progressive and is attracting so much attention."

Why does this condition prevail?

Because . . . WIL is the only station in this district to have its own mobile transmitter . . . It is the only station having its own news staff . . . It is the only station broadcasting the intensely human proceedings of a police court, direct from the court room.

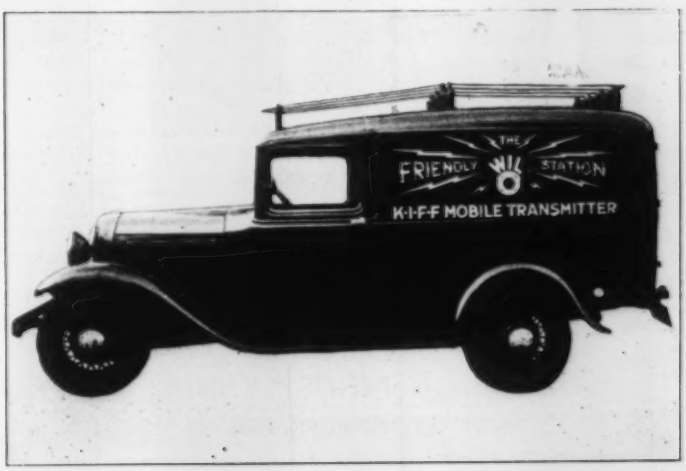
Many other of this station's exclusive features predominate in the fancy of listeners in this area . . . some of them topping, by far, outstanding network programs broadcast in St. Louis.

And, most indicative of all, WIL regularly and consistently carries more local advertising accounts than do all the other St. Louis stations combined.

WIL

THE BIGGEST LITTLE STATION IN THE NATION

• ST. LOUIS, MO.



PIEZO ELECTRIC CRYSTALS

"Superior by Comparison"

New Low Prices in Effect

BROADCAST BAND

Broadcast Band Crystals supplied fully mounted, ground to an accuracy BETTER than .03% at our new low price of $35.00. To adjust to EXACT FREQUENCY only a slight change in temperature is required. In ordering please specify type tube, plate voltage and operating temperature.

FREQUENCY RANGE

100 to 1500 Kc. . . $35
1501 to 3000 Kc. . . $40
3001 to 4000 Kc. . . $45
4001 to 6000 Kc. . . $50

STATION MONITOR SERVICE

We offer our facilities to adjust or furnish new crystals for your Station Monitor. This Monitor service is prompt and our prices are very reasonable. Calibrations guaranteed accurate to BETTER than 50 cycles.

Prompt Delivery Assured

Dept. B-12

SCIENTIFIC RADIO SERVICE

"THE CRYSTAL SPECIALISTS"
SINCE 1925
124 JACKSON AVE., UNIVERSITY PARK
HYATTSVILLE, MARYLAND

To Revise Tugwell Bill

(*Continued from page 20*)

would be inclined to do, he asserted, would be to claim that the government goes to court with unclean hands on this question, because the poster advertising by the military services, soliciting enlistments give a "misleading impression." They call upon young men to enlist to "tour the world," he said, but show nothing of gobs swabbing decks.

He advocated separation of the cosmetics industry from the proposed legislation. The provision for publicity of judgments, decrees and orders relating to punitive action against violators, was described by Mr. Mock as a "double-edged sword" which could ruin innocent manufacturers. It should be restricted to cases involving public health, he suggested.

John S. Hall, representing the Flavor Extracts Association, and N. S. Dillingham, of the American Spice Trade Association, opposed certain provisions of the bill as unworkable. Clinton Robb, counsel for the United Medical Manufacturers of America, declared the bill would "ruin" the patent medicine industry. He urged that the holes in the existing statute be "plugged up" rather than sweep away the court decisions built up under it during the last quarter century.

Publishers Speak Out

A WELL PREPARED and forceful argument against the advertising and product-grading provisions of the bill was made by C. C. Parlin, of Philadelphia, manager of the division of commercial research of the Curtis Publishing Co., appearing as representative of the National Periodical Publishers Association. Under the measure, he declared, advertising for the first time faces federal regulation.

Declaring that advertising has grown powerful in the last generation, Mr. Parlin said only a small portion of it deserves elimination. He said he voiced emphatic protest against the measure because it will do "serious harm" to all advertising media. If the bill is adopted, he said, it would cut down advertising appropriations to a ruinous extent, and would affect all industry and employment.

"Reduction of advertising to cold, factual statements would kill advertising," Mr. Parlin said. "It would be too dull to read. Advertisers would not buy space. He suggested that only "materially false" advertising should be banned.

Advertising Supports Recovery

MR. PARLIN also declared the measure would run counter to NRA, and urged that the bill be rewritten thoroughly. He said the bill would severely impede advertising, yet both President Roosevelt and General Hugh S. Johnson, recovery administrator, in recent months have lauded the advertising media as leaders in the industrial recovery drive and have besought their support.

Regarding the food grading provisions of the bill, which he said are "hidden," Mr. Parlin declared it will seriously affect national advertising since it is designed to "substitute government grades for commercial advertising." Through its operations, he said, many publications would be thrown into bankruptcy. He described the bill as the "most vicious from the standpoint of advertising that has ever been concocted." He said it would work against the success of NRA because by bankrupting publications and would throw thousands of people out of work. Moreover, he declared, if advertising declines, farmers and growers will suffer through lack of demand for their raw products.

Mr. Parlin also opposed the provision which would hold directors and officers of corporation responsible for false advertising. He declared the industries involved were now dealing with a problem of "fear instead of fact."

Appearing for the American Association of Advertising Agencies, John Benson, president, opposed the measure in its present form as too broad in its application to advertising. It is impractical to censor advertising, he declared, and gaps should be filled by amendment of the present law rather than its repeal. The provision requiring a "no cure" headline on self-medicants, he said, should be eliminated, and could be taken care of by "proper copy restraint." People, he declared, do not casually distinguish between a palliative and a cure.

Mr. Benson proposed an amended definition of the false advertising, as follows:

An advertisement of a food, drug or cosmetic shall be deemed to be false if in any material respect it is essentially untrue or inherently deceptive.

He said, however, he was willing to support the definition proposed by Mr. Falk in behalf of the AFA.

William L. Daley, Washington representative of the National Editorial Association, opposed the bill as one which would cause terrific hardship among small daily newspapers and country weeklies.

First of the women to testify was Mrs. William Dick Sporborg, chairman of the Greater New York Anti-Crime Council. She supported the measure in principle, but declared it placed too much power in one man. Alice L. Edwards, executive secretary of the American Home Economics Association, supported the measure and urged elimination of false and misleading advertising. Dr. Florence H. Wall, a consulting chemist, suggested that cosmetics did not belong in the bill, and advocated amendment of the existing law.

Women Support Bill

MR. KALLET, just prior to his attack upon Chairman Copeland, claimed the bill was "far too weak to give the consumer the protection it needs." He said, however, it was better than the present act.

Appearing also in support of the measure were Miss C. J. Hendrickson, of the District of Columbia Home Economics Association; Mrs. F. C. Dugan, director of the Bureau of Foods & Drugs of Kentucky; Mrs. William T. Bannerman, of Washington, president of the National Council of the Parents & Teachers Association; Mrs. Barbara Fritchey, president of the American Home Makers Association, and Mrs. Malcomn MacCoy, president of the New York Federation of Women's Clubs.

Edward L. Green, of New York, general manager of the National Better Business Bureau, and Louis Rothschild, of Washington, director of the Washington Business Bureau, supported the bill in principle. The former emphasized particularly the need for advertising reform.

Frank Gerber, representing the National Canners Association, said his organization was in full sympathy with the fundamental purposes of the bill, but felt certain of its provisions were unenforceable. He advocated an additional section for necessary "legal safeguards."

FOLLOWING the example of the British Broadcasting Corp., the Belgian authorities have installed a special listening room for radio critics in its new Radio House at Brussels.

First Radio Funeral

CONTESTING the claim of WBAK, Williamsport, Pa., of broadcasting the first funeral, Rev. F. S. Hemingway, manager of WMPC, Lapeer, Mich., has sent newspaper clippings to BROADCASTING showing that it broadcast a funeral on Dec. 27, 1930, so that a mother, seriously burned in trying unavailingly to rescue her daughter from flames at their home, might hear the service. The radio station is owned and operated by the Methodist Protestant Church of Lapeer.

Pittsburgh's Busy Millions Alert for Dedication of New WCAE Transmission

Steel City's Most Popular Radio Station Plans Surprises for Christmas Present for Radio Fans

New Type Vertical Radiator.
New Speech Input Equipment.
Latest in Telephone Circuits.
Duplicate Power, Light and Telephone Facilities.
Audio Frequency from 35 to 8000 cycles.
Increased Coverage in Primary Area.
True 100% Modulation.
True 100% Service to Pittsburgh Listeners.
True 100% Service to Its Growing Family of Advertisers.

1220 KILOCYCLES **WCAE** 1000 WATTS

INCORPORATED

PITTSBURGH, PENNSYLVANIA

BASIC RED NETWORK, NBC

XUM

The 15A is a single unit assembly, with major apparatus components wired and tested at factory. Measures only 83" high, 22" wide, 13" deep.

Station owners!

Eliminate storage battery maintenance...

Modernize with Western Electric 15A Station Speech Input Equipment

Western Electric's new 15A Speech Input Equipment—all AC operated from commercial power mains—is designed and built by radio engineers with practical knowledge of broadcasting station technique.

The 15A—completely self-contained—is for use at stations distant from their studios. It includes high quality amplifiers with uniform response from 30 to 10,000 cycles per second. It provides greater undistorted program energy range, greater circuit flexibility, easier control.

Other features: Moving Coil Microphone for emergency announcing; 4 incoming program circuits, 2 telephone order wire circuits, 2 outgoing program circuits; improved volume indicator with highly damped meter which follows envelope of program impulses.

Made to Western Electric standards, the new 15A combines low equipment, installation and maintenance costs with the highest quality performance!

GRAYBAR ELECTRIC CO. B12-33
Graybar Building, New York, N. Y.
Gentlemen: Please send me full information on the Western Electric 15A Speech Input Equipment.

NAME.....

ADDRESS.....

CITY.....STATE.....

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

ACTIONS OF THE
FEDERAL RADIO COMMISSION

NOVEMBER 31 TO DECEMBER 14 INCLUSIVE

Applications . . .

DECEMBER 3

WHDF, Calumet, Mich.—CP to make changes in equipment and to cover move of transmitter to Village of Laurium, Mich.

WHA, Madison, Wis.—CP to consolidate WHA and WLBL under the call of WHA using new equipment, transmitter location of WLBL (near Stevens Point, Wis.), and studio location of WHA (University of Wisconsin, Madison, Wis.), on the frequency of 670 kc., 5 kw. power, half time sharing with WMAQ (facilities of WMAQ, Chicago).

KFOR, Lincoln, Neb.—License to cover CP granted 6-30-33 authorizing changes in equipment.

DECEMBER 6

WICC, Bridgeport, Conn.—Application to determine operating power of broadcasting station by direct measurement of antenna power.

NEW, Brooklyn Daily Eagle, Brooklyn, N. Y.—CP to operate on 1400 kc., 500 w., unlimited time (facilities of WBBC, WLTH, WARD and WVFW).

KGHF, Pueblo, Col.—Consent to voluntary assignment of license to Geo. J. Ikelman.

DECEMBER 8

WHDH, Boston—Determine operating power by direct measurement of antenna power.

WHN, New York—License to cover CP as modified authorizing changes in equipment and move of transmitter.

KWWG, Port Arthur, Tex.—CP to move KWWG from Brownsville, Tex., to 1500 Proctor St., Port Arthur, Tex., amended to change transmitter location to site to be determined subject to approval of the Commission.

NEW, N. Vernon Clark, Chester, S. C.—CP to operate on 1310 kc., 100 w., D hours.

KARK, Little Rock, Ark.—Modification of CP granted requesting authority to make changes in equipment and extend date of completion from 10-9-33 to 3-1-34.

WGST, Atlanta, Ga.—CP to make changes in equipment and increase D power from 250 w. to 1 kw. amended to make further changes in equipment.

WMC, Memphis, Tenn.—CP to move studio from Memphis to Frankstown, Miss., increase power to 1 kw. night 2½ kw. D, make changes in equipment; amended to request application be considered under Rule 6, (f) and (g).

DECEMBER 10

WHAM, Rochester, N. Y.—License to cover CP granted Nov. 17 to make changes in equipment and increase power to 50 kw.

WBAX, Wilkes-Barre, Pa.—CP to make changes in equipment.

WRAM, Wilmington, N. C.—CP to move transmitter and studio from Wilmington, N. C., to Washington Duke Hotel, Durham, N. C.; make changes in equipment and change frequency from 1370 kc. to 1500 kc.

WSOC, Charlotte, N. C.—CP to install new equipment and increase power from 100 w. to 100 w. night, 250 w. D.

WREC, Memphis—Modification of license to move main studio from Memphis to State Line, Miss., and to increase power from 500 w. night, 1 kw., D to 1 kw. night, 2½ kw. D.

KICK, Carter Lake, Ia.—Consent to voluntary assignment of license to Palmer School of Chiropractic; also CP to move from Carter Lake, Ia., to Davenport, Ia., install new equipment and change frequency from 1420 kc. to 1370 kc.

KROW, Oakland, Cal.—License to cover CP granted 10-24-33 for installation of new equipment and move of transmitter from Richmond, Cal., to Oakland, Cal.

Application returned: WHAD, Milwaukee, Wis.—Modification of license to change frequency from 1120 to 580 kc., increase power from 250 w. to 500 w. and hours of operation from specified to 6 a. m. to 1 a. m.

DECEMBER 12

WDEL, Wilmington, Del.—Modification of license to increase power from 250 w. night, 500 w. D. to 500 w. D. and night, under Rule 6-g.

WIP, Philadelphia, Pa.—Special experimental authorization for three months to increase power from 500 w. to 1 k.w. experimentally.

WHDF, Calumet, Mich.—Modification of license to change hours from Central Standard Time to Eastern Standard Time and make other changes in the specified hours.

WHAD, Milwaukee, Wis.—Modification of license to change studio location locally, change frequency from 1120 kc. to 580 kc., increase power from 250 w. to 500 w. and hours of operation from specified to from 6 a.m. to 1 a.m.

KTFI, Twin Falls, Idaho.—CP to move transmitter and studio locally and change equipment.

KWFV, Hilo, T. H.—Modification of CP to move transmitter from Hilo to Keaukaha, and install new equipment amended to make changes in equipment.

NEW, Uhrichsville, Ohio.—Examiner Hill recommended (Report No. 530, docket 2133) that application of Willard G. DeMuth for CP for new station on 1370 kc. 100 w., D., be denied, on ground of insufficient showing of need for service and possible interference as well as over-quota status of Ohio.

DECEMBER 14

WOR, Newark, N. J.—Modification of CP granted to increase power to 50 kw. requesting approval of proposed transmitter site at Pauline St. and Park Ave., Carteret, N. J.

WHN, WRNY, WQAO, WPAP, New York.—Special experimental authorization to operate between 1 a. m. and local sunset with 1 kw., at new transmitter location of WHN.

WCAE, Pittsburgh, Pa.—Modification of license to increase power of auxiliary transmitter from 100 to 500 w., amended to request 400 watts instead.

WSAZ, Huntington, W. Va.—Extension of special experimental authorization to operate with additional 500 w. from 2-1-34 to 8-1-34.

WKBZ, Ludington, Mich.—CP to move transmitter and studio from Ludington to Muskegon, Mich.

WBBX, New Orleans, La.—Consent to voluntary assignment of licenses to Coliseum Place Baptist Church.

WLS, Columbia, S. C.—CP to change frequency from 1010 kc. to 1050 kc. power from 500 w. 1 kw. LS to 5 kw. amended to request 2½ kilowatts night 5 kw. D., using directional antenna.

KXA, Seattle, Wash.—Extension of special experimental authorization to operate from local sunset to 10:00 p. m. PST, using 250 w. for period 2-1-34 to 8-1-34.

Decisions . . .

DECEMBER 1

NEW, Raymond M. Brannon, Fremont, Neb. (Ex. Rep. 513)—Denied application for CP to operate D hours on 1500 kc., 100 w., sustaining Examiner Walker.

KFOR, Lincoln, Neb.—Granted renewal of license on present frequency 1210 kc., 100 w. night, 250 w. D., unlimited time. Portion of facilities of this station had been applied for by Raymond M. Brannon for station at Fremont, Neb. Examiner Walker was sustained in decision.

WBT, Charlotte, N. C.—Granted increase in power from 25 kw. to 50 kw. on its present frequency, 1080 kc. following hearing before full Commission on Nov. 22.

WHAS, Louisville, Ky.—Granted increase in power from 25 kw. to 50 kw. on its present frequency, 820 kc., following hearing before the full Commission on Nov. 22.

DECEMBER 5

WENC, Americus, Ga.—Granted CP to move transmitter and studio from Americus to Albany, Ga., and make changes in equipment.

KMBC, Kansas City, Mo.—Granted CP to move auxiliary transmitter from Independence, Mo., to Kansas City, Kans., to location of main transmitter.

KDFN, Casper, Wyo.—Granted license covering local move of station and making changes in equipment.

WQDM, St. Albans, Vt.—Granted license, 1370 kc., 100 w., specified hours.

KMBC, Kansas City, Mo.—Granted license covering change in location of main transmitter.

WHAZ, Troy, N. Y.—Granted authority to remain silent Dec. 25 and Jan. 1, on account of holidays.

KWSC, Pullman, Wash.—Granted authority to remain silent from Dec. 23 to Jan. 8, in order to make certain improvements in equipment.

KWLC, Decorah, Ia.—Granted authority to remain silent from Dec. 20 to Jan. 2 during Christmas holidays at college.

Set for hearing: NEW, Western Pennsylvania Broadcasting Co., Greensburg, Pa.—CP for new station on 620 kc., 250 w., D only; NEW, Walter B. Stiles, Inc., Muskegon, Mich.—CP for new station, 1310 kc., 100 w., unlimited time; NEW, Ark-La-Tex Radio Corp., Shreveport, La.—CP for new station on 850 kc., 10 kw., unlimited time (facilities of KWKH and WWL); KWC, Cedar Rapids, Ia.—CP to consolidate WIAS and KWCR, change transmitter location locally in Cedar Rapids, install new equipment, change frequency from 1420 to 1430 kc. and increase power from 100 w. night 250 w. D, to 250 w. night 500 w. D (facilities WIAS), consent of WIAS to consolidation received; WGAL, Lancaster, Pa.—Modification of license to change frequency from 1310 to 1500 kc. and change hours of operation from sharing with WRAW to unlimited; KUOA, Fayetteville, Ark.—Modification of license to change hours of operation; WJBW, New Orleans—Modification of license to change hours of operation from sharing equally with WBBX to unlimited.

WBOW, Terre Haute, Ind.—Set for hearing application requesting change of frequency from 1310 to 1360 kc., increase in power from 100 w. to 500 w. night 1 kw. day, install new equipment and move transmitter locally.

WSMB, New Orleans—Program test period extended for 30 days pending action on license application.

WCOC, Meridian, Miss.—Granted extension of special temporary authority to reduce unlimited hours of operation to specified until Jan. 1 in order to repair antenna system, remodel studio equipment and overhaul transmitter.

DECEMBER 8

WAGM, Presque Isle, Me.—Granted CP to move transmitter locally and make slight changes in equipment.

WOL, Washington, D. C.—Granted license covering changes in equipment; 1310 kc., 100 w., unlimited.

WGCM, Mississippi City, Miss.—Granted license covering increase in power and change in specified hours; 1210 kc., 100 w. night, 250 w. day.

WSMB, New Orleans—Granted license covering move of transmitter; 1320 kc., 500 w., unlimited.

WKBB, E. Dubuque, Ill.—Granted license covering move of station, change in frequency and hours of operation; 1500 kc., 100 w., specified hours.

KWWG, Brownsville, Tex.—Granted extension to remain silent until decision on application for assignment of license and request of new applicant for facilities of KWWG but not later than April 1.

Set for hearing: NEW, S. George Webb, Newport, R. I.—CP for new station, 1390 kc., 250 w., unlimited time; NEW, Jos. G. Mayer and Clarence R. Cummins, Erie, Pa.—CP for new station, 1420 kc., 100 w., unlimited time; NEW, Henry Clay Allison—CP for new station, 1370 kc., 100 w., share equally with KFJZ; NEW, Wm. E. Chaplin, Pine Bluff, Ark.—CP for new station, 1500 kc., 100 w., D; KVOA, Tucson, Ariz.—Modification of license to change hours of operation from specified to unlimited (facilities of KGAR); WLEY, Lexington, Mass.—CP to move station from Lexington to Lowell, Mass., and increase hours of operation from specified to unlimited; WHA, Madison, Wis.—CP to consolidate WHA and WLBL, install new equipment, use 670 kc., 5 kw. power, one half time sharing with WMAQ.

The Commission, sitting en banc, will hear oral arguments on Jan 3 in re Examiner's Report No. 520, concerning applications of WCAO, Baltimore; WICC, Bridgeport, Conn., and WCAC, Storrs, Conn., for increase in operating power to 500 w., on their common frequency, 600 kc.

KLS, Oakland, Cal.—Denied authority to operate from midnight to 6 a. m., PST, in addition to present D hours.

The following cases, heretofore designated for hearing, were denied because applicants failed to enter appearance within time allowed: KIEM, Eureka, Cal.—Modification of license and special temporary experimental authorization; NEW, G. M. Dauntley, San Francisco—CP on 930 kc., 500 w., share with KROW (facilities of KFWI).

KDFN, Casper, Wyo.—Granted extension of program test period for 30 days pending action on application for license.

DECEMBER 12

KRGV, Harlingen, Tex.—Granted authority to operate unlimited time pending action on application requesting similar authority permanently.

KLCN, Blytheville, Ark.—Granted modification of CP to extend completion date to 1-1-34.

WSAJ, Grove City, Pa.—Granted modification of license to reduce specified hours of operation.

WNAX, Yankton, S. Dak.—Granted modification of license to use old transmitter as auxiliary.

KGCX, Wolf Point, Mont.—Granted authority to install automatic frequency control.

WKBB, E. Dubuque, Ill.—Granted modification of license to change specified hours of operation.

WEBR, Buffalo, N. Y., and KQW, San Jose, Calif.—Granted authority to remain silent December 25, to give employees holiday.

Set for hearing: NEW, Virgil V. Evans, Rock Hill, S. C.—CP 1370 kc., 100 w. D. (facilities of WBHS).

NEW, Metro Broadcasting Co., Los Angeles, Calif.—CP 820 kc., 250 w., LT. time, sharing with WHAS (facilities KGEF now assigned KFAC).

KGDY, Huron, S. Dak.—License covering new equipment change in frequency power and hours; 1340 kc., 250 w. D.

WBHS, Huntsville, Ala.—Consent voluntary assignment of license to Virgil V. Evans.

WRAW, Reading, Pa.—Modification of license to change hours from sharing with WGAL to U. (request time of WGAL, if and when WGAL vacates 1310 kc.).

WTRC, Elkhart, Ind.—Modification of license to change hours of operation from simultaneous day with WLBC and sharing night with WLBC to simultaneous operation with WLBC day and night.

WBAA, W. Lafayette, Ind.—Modification of license to increase hours day power to be 1 kw., night power to remain 500 w. (facilities WKBF).

KFEQ, St. Joseph, Mo.—Special expansion authority to operate from 5 to 7 p. m., CST, during November and December. Normally licensed D. only.

Examiners' Reports . . .

WOKO, Albany, N. Y.; WHEC, Rochester, N. Y.; WCAH, Columbus, O.; WHP, Harrisburg, Pa.; and WFEA, Manchester, N.H.—Examiner Walker recommended (Report 527; Dockets 1899, 1900, 1901, 2183, 1902 and 1903) that applications of WOKO, WHEC and WCAH for full time be denied, that WHP be granted full time except for hours specified in WBAK's license, and WFEA be granted license on 1430 kc., 500 w., and unlimited time.

KMLB, Monroe, La.—Examiner Hill recommended (Report 528; Docket 2096) that application for change in assignment to 590 kc., 250 w. with specified hours be denied.

NEW, Harold Thomas, Waterbury, Conn.—Examiner Walker recommended (Report 529; Docket 2159) that application for CP on 1190 kc., with 100 w., D be granted.

WMBR, Tampa, Fla. (Rep. No. 525)—Granted consent to voluntary assignment to F. J. Reynolds, Inc., and granted CP to move from Tampa to Jacksonville, Fla., sustaining Examiner Walker.

"Howdy Neighbors Al Sigl"

A NEWS FLASH program built around a personality has brought surprising response to WHAM, Rochester. Instead of the conventional type of news broadcast by a commentator or announcer, the station presents A. J. Sigl, of the staff of the ROCHESTER TIMES-UNION, a sort of homely philosopher. Now completing his fourth year on the air, he has come to be known as "Howdy Neighbors Al Sigl." The Rochester Chamber of Commerce recently branded him the community's "Neighborly Newscaster." He is on the air twice each weekday.

When he first began his broadcasts he came to the realization that the familiar salutation "Hello Everybody" probably is too trite. He starts his broadcast with his well-known "Howdy Neighbors," and makes neighborliness his dominant note. His language is simple and homely. He reads from no manuscript, using a few penciled notes or clipped headlines as "leads" for his comments.

Sports Broadcast Bares Fans' Uncanny Memory

FOOTBALL fans have uncanny memories—at least so far as their favorite sport is concerned. The radio department of Brooke, Smith & French, Inc., Detroit advertising agency, discovered this when they dramatized several of the historical University of Michigan football games as a radio feature to introduce a new 5-cent cigar, the Cadillac, manufactured by J. Mazer Sons Cigar Co., Detroit.

The trouble appeared when the famous old games were condensed to fit 15-minute programs. Fans tolerated the elimination of whole series of downs, even a complete quarter, so long as they were not decisive, but when just one play was skipped during a scoring drive telephones began to ring. All records for calls received during the series were broken when Ty Tyson, Detroit sports broadcaster of WWJ, credited a touchdown to the wrong halfback.

Petry Western Office

EDWARD PETRY & Co., national exclusive station representatives, has appointed MacGregor & Sollie, Inc., as Pacific coast representatives. Offices are at 865 Mission St., San Francisco. The Petry Company, with offices in New York, Chicago and Detroit, thus affiliates with one of the oldest station representatives in the west.

Roosevelt Has Wire-Radio Report

(*Continued from page 5*)

form, was drafted after several months of deliberation. The next step will be to take up the legislative course with Chairman Dill of the Senate Interstate Commerce Committee and Chairman Rayburn of the corresponding House committee. This will be done before any policy is adopted.

Four Aspects of Problem

THE PRESIDENT views the whole communications structure as of great importance. So involved a situation, he feels, should first be tackled as a matter of policy, since no policy exists at this time.

There are four aspects to the problem—three relating to domestic wire and radio and the fourth to foreign communications. In the domestic field are voice communication by wire, symbol (code and facsimile) communication by wire and both voice and symbol communication by radio. There has never been any coordination of these operations. In a nutshell, the administration wants to determine whether it should encourage monopolies in the fields where there have been monopolies, and whether, after they have been created, the government should place them under strict government regulation.

For example, the A. T. & T. is seen by the administration as a monopoly in the voice field, but it has never been regulated. Then there is the question of telegraph, with both Postal and Western Union duplicating services all the way through. In the foreign field, the question is whether cable and voice, both by radio and wire, should be coordinated, making one system out of the entire external field.

The Roper Committee began its deliberations last September, with one of its problems that of determining whether it would be desirable to unite in one agency the regulation of all communications. Such an agency would absorb the Radio Commission and take over the regulatory functions over the telegraph companies vested in the Interstate Commerce Commission. In addition to Secretary Roper, this committee consisted of Maj. Gen. C. McK. Saltzman, U. S. A., retired, former chairman of the Radio Commission and now a vice president of the Merchant Fleet Corporation; Herbert L. Pettey, secretary of the Commission, as secretary; W. M. W. Splawn, former president of The University of Texas, an economist and special counsel for the House Interstate Commerce Committee; Dr. Irvin D. Stewart, State Department; Maj. Gen. I. J. Carr, Chief Signal Officer, Army; Capt. S. C. Hooper, director of Naval Communications; Lieut. E. M. Webster, U. S. Coast Guard, and Dr. J. H. Dellinger, Bureau of Standards. In addition, Senator Dill and Rep. Rayburn were named to serve in advisory capacities but did not participate in all of the meetings.

Correct Modulation Is More Important Than Ever

MODULATION, correct as to both percentage and freedom from harmonic distortion, is, more than ever before, the hall mark of the effective transmitter. High modulation percentages mean greater coverage for the same amount of power, but increasing the modulation percentage means that extra pains must be taken to keep distortion out.

Careful station engineers monitor their modulation percentage. They use the General Radio modulation meter because it is inexpensive, easy to maintain, and shows the numerical value of percentage modulation for both positive and negative peaks.

The modulation meter contains a linear rectifier which is ideal for operating a General Radio distortion-factor meter. This instrument is direct reading in distortion factor (percentage of harmonic present).

OTHER GENERAL RADIO MEASURING GEAR

Cathode-Ray Oscillographs
Distortion Meters
Frequency Monitors
Wave Analyzers
Standard-Signal Generators
Power-Level Indicators

SEND FOR COMPLETE DATA

Your name and position on your station letterhead will bring you the complete story on General Radio modulation meters, distortion-factor meters, and other measuring gear. Address General Radio Company, Cambridge, Massachusetts.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

AN EXECUTIVE

Thoroughly experienced in the successful operation of a Radio Station desires . . . TO MAKE A CONNECTION EITHER ON SALARY OR PROFIT SHARING BASIS . . . OR TO PURCHASE AN INTEREST IN OR MAKE AN OUTRIGHT PURCHASE OF A RADIO STATION.

If you would like for your station to make more money.

If you do not enjoy enough commercial business.

If you want a bigger and more satisfactory profit.

Or if your station is losing money and you are open to conviction that it can be made very profitable in a very short time, at the same time taking its rightful place in your community.

An opportunity will be appreciated to discuss with you just how the desired objectives may be reached, in a much shorter time than you believe possible.

Nationally known references and performance records will be gladly furnished.

Your letter will bring a prompt response with full details, which obviously cannot be given in this space.

Fullest investigation cordially invited.

If you want REAL RESULTS, write to

BOX 143,

BROADCASTING

Broadcasting Industry's Objections to S. 1944 . . .

Following is the salient portion of the statement by James W. Baldwin, representing the NAB, before the Senate committee hearings on the proposed new Food and Drugs bill.

1. The definition of "advertisement" on page 3, lines 15-17, is so broad as to include "all representations of fact or opinion disseminated in any manner or by any means."

Such a definition of advertising appears absolutely unworkable. An expression of "fact or opinion disseminated in any manner" covers practically every spoken, written or printed word. With such a definition, the prohibitions contained in Section 17, sub-sections (3) and (4) (page 23, lines 15-21) would apply even to the simplest oral statement.

Such a definition of advertising, if established by Congressional enactment, would go far beyond the scope of the pending legislation. It would, in effect, place formidable barriers around the right of free speech. Within the field specifically covered by these bills, it would render any statement dangerous, unless such statement were based on an intimate and complete knowledge of scientific data.

Under so extraordinarily broad a definition of advertising, and with the prohibitory provisions of this bill, there is hardly an advertisement of any food product, drug or cosmetic appearing in our newspapers or magazines, or broadcast from our radio stations, which is not at least open to attack. If such a definition is permitted to stand, there is scarcely a legitimate advertiser in this entire field who can feel himself reasonably secure from legal action, particularly since such action may and doubtless will be instigated in large measure by his competitors.

Unattainable Standards

2. Section 9 (from page 12, line 20, through page 14, line 18) declares, in substance, that any advertisement of a food, drug, or cosmetic "shall be deemed to be false if in any particular it is untrue, or by ambiguity or inference creates a misleading impression."

The broadcasters have no desire to enter into the argument concerning self-medication, with which this section is extensively concerned. They do, however, desire to point out three things:

(a) The phrase "if in any particular it is untrue" involves the setting up of an absolute standard of truth which, in the ordinary affairs of human life, is utterly unattainable. One may, in this connection, aptly quote Pilate's "What is Truth?" There is no piece of advertising copy in existence, no newspaper report, no public document, which could wholly meet such a requirement as this. Of course it will be urged that this phrase is not to be taken too literally, but a law that cannot be taken literally is a dangerous and bad law.

(b) The phrase "by ambiguity or inference creates a misleading impression" is just as dangerous as the phrase commented on in the preceding paragraph. How is the "impression" created by any given piece of advertising copy to be determined? What is meant by "misleading"? Even the most accurate and careful statement of facts, whether contained in an advertisement or in any other form of communication to the public, is subject to misinterpretation. A court has trouble enough in determining the correctness of a statement of facts; no one can even guess what would happen if it were called upon to determine legally the "impressions" created by "inference." Such a provision is a direct blow at all legitimate advertising. It would, if applied literally, threaten virtually every piece of advertising copy in the food, drug and cosmetic field. If not applied literally, it would create a complete chaos of uncertainty.

(c) The provision that an advertisement of a drug shall be deemed to be false "if it includes the name of any disease for which the drug is not a specific cure but is a palliative" involves what appears to the layman to be a perfectly hopeless confusion of opinion. The "cure" of today is the "palliative" of tomorrow. Most people believe, for example, that aspirin "cures" headaches because it frequently stops them, but the headache itself may be merely the sympton of an ailment which the drug cannot affect. The use of such words as "cure" and "palliative" in legislation is certain to create endless confusion, because the words themselves are of such variable meaning.

Hopeless Confusion in Courts

3. Section 15 (from page 19, line 1, through page 20, line 11) directs each United States attorney "to cause appropriate proceedings to be instituted in the proper courts of the United States." This throws the initial determination of what constitutes unlawful advertising into a multiplicity of courts of presumably equal authority, resulting inevitably in hopeless confusion. An advertisement might and doubtless would be held truthful, and hence legal, in one court, and untruthful, and hence illegal, in another of like authority. It seems utterly impossible to avoid disastrous confusion unless the determination of what is and what is not permissible under the law is handled by a single judicial tribunal. This applies particularly to advertising which is interstate in character, and therefore is of special significance to the broadcaster.

4. Section 19 (page 26, lines 11-25) gives to the district courts of the United States power to restrain by injunction the "repetitious dissemination by radio broadcasting * * * of false advertising." Here again, as in Section 15, confusion is inevitable as a result of action by a multiplicity of courts. An advertisement may be found to be illegal in one court, legal in another, and summarily shut off by injunction in a third where the case has never actually been heard at all. Even the successful defense in court of an advertising statement will not afford full protection, because some other court may rule differently, thereby furnishing the basis for injunctions throughout the country. Unless there is set up a single tribunal with full authority for the entire nation, subject only to the usual rights of appeal, this provision regarding injunctions is bound to give rise to vast confusion and manifold injustices.

Conclusion

It will be noted that the foregoing four specific criticisms of the bill fall into two groups. One (Points 1 and 2) concerns what seems to be the impossibility of defining accurately enough for legal purposes what is meant by "truth" in advertising. It may be said that the broadcasters regard this defect in the proposed bill as fundamental, and that they can see no practicable way of extending the scope of such a bill beyond the deliberate mis-statement of specific facts. Manifestly, an advertisement should not be permitted to state that the ingredients of a certain drug are so-and-so, when the manufacturer knows that in fact they are something else. When, however, legislation seeks to control the expression of opinion, or to set up a standard of absolute truth that is quite beyond the reach of the human mind, it is making the violation of its provisions inevitable and universal. A strict interpretation of the bill as it stands would destroy the entire advertising business of the United States; a liberal (i. e., lax) interpretation would lead to hopeless confusion.

The second group of criticisms (Points 3 and 4) concerns the proposed administration of the bill. The primary object of any such legislation should be the protection of the public by making clear to advertisers what they may and may not legally do. The method of administration here set up appears completely to defeat this purpose.

Although reference has here been made to specific sections of the proposed bill, the objections raised to these sections apply likewise, though less directly, to other features of it, and therefore it is on the broad, general grounds herein outlined that the Broadcasting Industry has recorded itself as protesting against the enactment of the legislation "unless on the basis of many and far-reaching changes therein."

WORLD'S MOST MODERN TRANSMITTING STATION makes

KMBC

Sensational Debut

SUCCESS OF NEW EQUIPMENT SURPASSES ALL EXPECTATIONS

KMBC's first big broadcast through the new transmitter was welcomed by a flood of letters, wires, phone calls . . . listeners hailed reception from Canada to Texas, and even in Atlantic and Pacific coast cities! But, most important, listeners in KMBC's own rich middle-western market reported better reception than ever. Here is absolute proof that KMBC now dominates the "Heart of America" even more than before, with intensified local coverage and improved reception, plus a *greatly enlarged listener audience* . . . And this is all yours, Mr. Advertiser, at *no additional cost!*

MIDLAND BROADCASTING CO.
Station KMBC Kansas City, Missouri
New York Office: 17 East 49th Street
Phone: Eldorado 5-5070

First IN THE HEART OF AMERICA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Woman's Magazine

(*Continued from page 34*)

the measuring spoon in one month than the evening program had developed in many months. This established the responsiveness of WMA listeners.

Gas Company's Success

A MOST conclusive example of putting the WMA to work and making it pay is the experience of the Pacific Coast Gas Association, which used a 20-minute period every Wednesday morning for approximately two and a half years. The chairman of the advertising committee, F. H. Holden, had a survey made throughout Southern California to determine the sales effectiveness of the WMA program. Based on interviews with 600 gas using families, the report states: "We learn that 30 per cent of *all* homes interviewed are acquainted with our WMA program."

Mr. Holden divided the 600 replies into three groups to determine how these groups compared with each other regarding actual purchases of gas appliances during the first six months of the WMA radio campaign. Group one, comprising those who had *no* radio set, showed one family in eleven buying a gas appliance or 9 per cent. Group two, comprising those with radios but who had not heard their WMA program, showed one family in seven buying a gas appliance or 14.1 per cent. Group three, comprising those who had heard the Gas Association program on WMA, showed purchases from one family in every four and a half or 22.5 per cent. In concluding his letter, Mr. Holden says: "These results should be gratifying to you as well as to us."

The net of this story about the WMA is that a group of people keenly interested in making radio pay for the radio advertiser were successful in planning their work and working their plan so that after five years of continuous broadcasting every day except Sunday the "Woman's Magazine of the Air" becomes more productive to the advertiser, more satisfying to the advertising agency and correspondingly valuable to the NBC.

Station for Chelsea, Mass.

AUTHORITY to erect a new station to operate full time on 1500 kc., with 100 watts night and 250 watts day, was granted by the Radio Commission without a hearing Dec. 5 to the Northern Corp., of Chelsea, Mass., which plans to spend about $10,000 on studios and transmitter there. The station will occupy the old wave length position of WLOE, half-time station at Boston, which went off the air Dec. 9 after the Commission and the courts had ruled it should be deleted. Stockholders of the new station at Chelsea are Mary E. Gorman, of Chelsea, 45 per cent; John E. Riley, of Milton, 10 per cent, and Philip N. Hobson, of Rye Beach, 10 per cent. No other stockholders are named. Mr. Riley will manage the station. Mr. Hobson is publisher of a radio magazine in Boston.

1922 **WDRC** 1933

now serves an even

GREATER AUDIENCE

in Connecticut and Massachusetts

WITH ITS POWER INCREASE

from 500 watts to

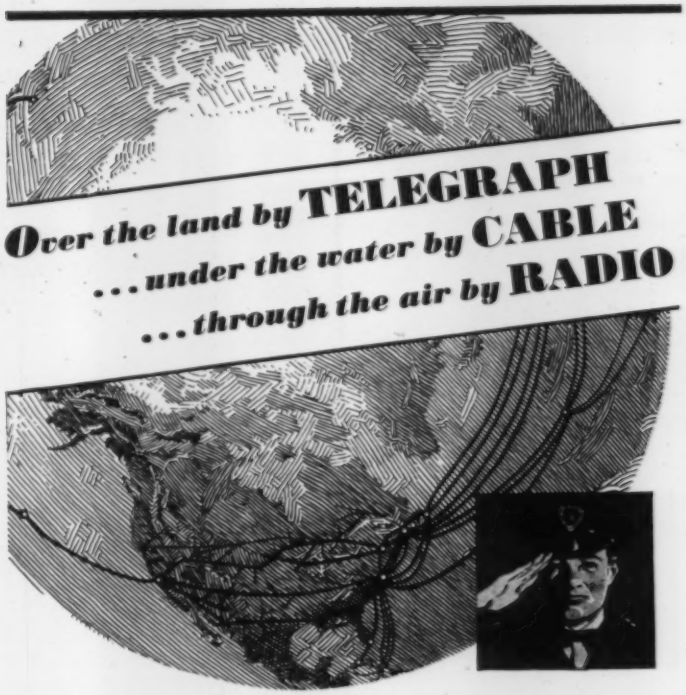
1,000 WATTS

FULL TIME --- 16 HOURS DAILY

The Advertising Test Station
in the Advertising Test City

BASIC NETWORK STATION OF THE COLUMBIA BROADCASTING SYSTEM AND ASSOCIATED STATION OF THE YANKEE NETWORK

HARTFORD CONNECTICUT



***Over the land by* TELEGRAPH**
***...under the water by* CABLE**
***...through the air by* RADIO**

***..Coordinated Communications that* COVER THE WORLD**

● Across the town or across the state...across the country or across the seven seas...it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

To Telephone a Telegram, Cablegram or Radiogram just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · *All America Cables* · *Mackay Radio*

Argument Over 600 Kc.

ORAL ARGUMENTS before the full Radio Commission on the joint applications of WCAO, Baltimore; WICC, Bridgeport, Conn.; and WCAC, Storrs, Conn., for increases in power to 500 watts on their regional channel of 600 kc. have been scheduled by the Commission for Jan. 3. The stations will seek to have the Commission overrule the recommendation of Examiner Walker that WCAO get only a daytime increase and that the other two be denied night increases.

THE PROPOSED sales tax of one-fourth of 1 per cent on "radio casting" proposed in the Missouri Legislature last month, was killed in the House Nov. 28.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Experienced broadcast engineer and licensed operator desires position as technician, transmitter or control operator in broadcasting station. Last five years chief engineer. Educated college and technical schools. Reads morse and continental. Will go anywhere. Services reasonable. Excellent references. Box 144, BROADCASTING.

Broadcast Engineer, six years experience, four years chief engineer, 1,000 watt station, wants position with future. College graduate, married, age 35. Correspondence desired. References available. Box 145, BROADCASTING.

Experienced broadcast chief operator, Western Electric and composite transmitters, 2½ years experience, age 25, CREI student. References furnished. Box 146, BROADCASTING.

Broadcast Equipment

We monitor broadcast station frequencies. Write for service charge bulletin. Jenkins & Adair, Inc., 3333 Belmont Ave., Chicago.

Wanted to Buy

Broadcasting equipment, mikes, amplifiers, power tubes, new or used. Also transcriptions, selections suitable sustaining programs. Spencer & Vivado Ltd. Casilla, 627 Santiago, Chile.

The Other Fellow's Viewpoint . . .

Reception in Costa Rica

[EDITOR'S NOTE: The Hon. Leo R. Sack, author of this letter, is a former Washington newspaper correspondent recently appointed Minister to Costa Rica by President Roosevelt. As correspondent for the Scripps-Howard Newspaper Alliance, his duties embraced covering radio assignments and he is well known among many broadcasters].

I HAVE installed my old Model 62 long wave set and you'd be astonished to see the stations that it brings in after 10 o'clock at night when the 20 Costa Rican stations are off the air. Within a half hour night before last I picked up clearly 16 stations in the United States and another station in Coahuila, Mexico. WLW at Cincinnati, Atlanta, Nashville, San Antonio, Miami and even New York came in very-very clearly. I picked up our old friends "Amos and Andy" from Nashville. The result is that once my short wave set is set up—and I am told this is a great place for short wave reception—I shall pick up Berlin, Hamburg, Paris, London, Buenos Aires, Rio, New York, Pittsburgh, and Wellington clear as crystal, and those who have short wave sets here really have a wonderful time tuning in all around the globe. Mr. Trueblood, the Secretary of the Legation, bought a new Philco yesterday and he was up at 5 o'clock this morning bringing in Amsterdam, Paris, Berlin, London and other places, and otherwise having a grand time also.

This seems to be an ideal spot for reception, because if you think a minute it is a long way from here to New York City and even Cincinnati, and my long wave came in, as I said, better here than I got those places in Washington in competition with WJSV and WRC.

LEO R. SACK,
U. S. Minister to Costa Rica,
San Jose, Costa Rica.
Oct. 28, 1933.

Covers Big Trial

To the Editor of BROADCASTING:

Without doubt you have read page 6 of EDITOR AND PUBLISHER for Nov. 4 regarding Columbia's application for permission to the press galleries and also the editorial on the same page.

Many stations have similar problems in getting local recognition for their correspondents. For example, during the Hamm kidnaping trial, the police chief had press conferences. At the first conference the editors of the local papers informed him that they would walk out if radio men were to be permitted at the conference. As a result the chief decided to have two conferences—one for the press and the other for radio men, the radio men being barred from one and the press men from the other.

In this same connection, we are now broadcasting the Hamm trial proceedings. It was necessary to obtain permission from the presiding judge. The local papers were opposed to it, so the matter was taken under advisement by Federal Judge Joyce, and he stated he could see no difference between the press and radio—that both gather news and one is entitled to representation just as well as the other, with the result that we have two seats in the front row of the court room on the same basis as the newspapers and press associations, namely, two seats to each.

STANLEY E. HUBBARD,
Vice President and Manager,
KSTP, St. Paul.

Won't Take Over More

NOW OPERATING five broadcasting stations acquired by purchase or lease, the Canadian Radio Commission will license additiona' low power outlets to private enterprise in certain portions of Canada but it has no present intention of taking over more stations, according to a recent statement by Hector Charlesworth, chairman.

Prime Minister Buys Time on Canadian Net

By JAMES MONTAGNES

CANADA'S Radio Commission had its first major attack on political grounds during the latter part of November as the result of a speech Nov. 20 by Prime Minister R. B. Bennett. Prior to the actual broadcast newspapers pointed out that the broadcast violated the Commission regulations, which made radio non-political. After the broadcast a new angle of criticism was added. The Prime Minister had insisted on paying for his time on the coast-to-coast hook-up.

The actual speech was free for the most part of political party material and is considered not to have violated the Commission regulations. However, the precedent of political speakers paying for radio time, was established. The commission has not explained whether political speakers will have to buy time but has granted them the right to use the commission's network.

The Prime Minister's speech is the first of a series by cabinet ministers, similar to the talks by President Roosevelt, explaining what the government is doing to relieve economic conditions. A federal election is scheduled for next year, and the government has not publicized its work to any extent since taking office in 1930.

AS A MEANS of keeping the Chicago newspaper radio editors as well informed up to the minute as the New York editors, Columbia sends them two bulletins of late CBS news each afternoon by special messenger.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearney Sts., N. E.
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D.C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave.
Evansville, Ind.

YOU

should be reading your own copy of

BROADCASTING

Broadcast Advertising

Mail this Coupon today!

BROADCASTING,
870 Nat'l Press Bldg.,
Washington, D. C.

Send me BROADCASTING for one year. I will remit $3.00 on receipt of bill.

☐ $5.00 for Two Years or for Two One-Year Subscriptions.

☐ $10.00 for Five One-Year Subscriptions.

Name .....

Address .....

City .....

State .....

Firm Name .....

Druggists prescribe WOR as most effective Sales Producer

THE druggists in the WOR area have gone on record as to the sales value of WOR advertising. Their replies to a recent questionnaire (sent to 1800 representative druggists in the WOR area) clearly indicate the effectiveness of WOR advertising in helping them move merchandise off their shelves.

We asked the druggist—

"Do you feel that radio advertising over WOR is helping you sell more merchandise?"

Of the 250 who replied, 86% emphatically stated that WOR advertising was most helpful. Typical replies were: "My customers speak of it" . . . "It certainly pulls them in" . . . "Decidedly yes," etc.*

Our second question was—

"How does it compare with other advertising media in effectiveness?"

83% replied that they considered radio advertising better and more effective than any other medium! An additional 11% said it was equal to any other medium in effectiveness. Many druggists made the point that they get immediate results from radio and find that their customers are more thoroughly sold.

Such a strong endorsement of WOR by druggists whose selling sense has been sharpened by long hours behind the counter in a highly competitive field, is certainly of significance, not only to drug manufacturers but to all other manufacturers who seek volume sales!

* Glad to show you all the replies.

Druggists credit WOR advertising with helping them sell these famous drug and cosmetic products:

SQUIBB'S
IODENT
KREML
DREZMA
JOCUR
KISSPROOF
MISTOL
NUJOL
PRIMROSE HOUSE
INGRAMS'
YBRY
REM
PISO

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

Boston Office: James F. Fay, Statler Bldg.

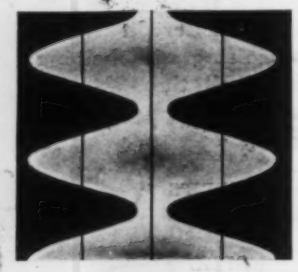
NO MORE BLINDFOLD BROADCASTING

★

The 1-D Transmitter lets you know what is going on

★

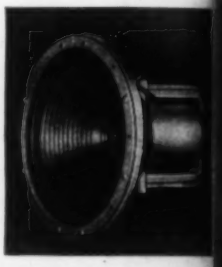
These two devices allow you to operate with maximum efficiency and best quality all of the time. They are built-in the RCA Victor 1-D, 1 Kilowatt transmitter



Cathode Ray Modulation Indicator

A number of broadcasting stations have found that their signals were weak because the percentage of modulation was low. Others had distorted signals due to consistent over-modulation. If there is no way to tell, this is likely to happen.

But in the 1-D Transmitter, the cathode ray tube indicates continuously and instantly the percentage of modulation. Over-modulation and under-modulation can be easily avoided. Hence the 1-D Transmitter will operate at maximum efficiency.



High Quality Monitor Speaker

No longer will it be necessary to go to an outside radio set and listen in order to check quality. A new high quality loudspeaker, reproducing the high frequencies operating from the transmitter output, permits monitoring of the program exactly as it sounds on the air. Distortion shows up instantly.

This high fidelity speaker is built in the 1-D Transmitter and lets the operator know how the radio audience should receive the station. It provides the ultimate check on quality.

RCA VICTOR CO., INC.

Camden, N. J., U.S.A.
"RADIO HEADQUARTERS"

New York: 153 E. 24th St. **Chicago: 111 N. Canal St.**

San Francisco: 235 Montgomery St. **Dallas: Sante Fe Bldg.** **Atlanta: 144 Walton St. N.**